AMERICAN GAS ASSOCIATION

NOVEMBER
1960

VOL
NO

SHELL
NATURAL GAS!

Lester T. Potter

SINCE LESTER T. POTTER, A. G. A.'s new president, is also president of the Lone Star Gas Company, in Dallas, Texas, the gas industry under his leadership is bound to become not just bigger and better—but the "biggest and the best." Perhaps one reason why the industry already is as big and as good as it has become, is that two other presidents of Lone Star Gas Company have preceded Mr. Potter as president of A. G. A. The late L. B. Denning served as president of the Association in 1936, and D. A. Hulcy, currently chairman of Lone Star, was president in 1951. Another reason the gas industry will continue to grow under Mr. Potter is that, in his words, "every segment of this industry is of the same mind and headed in the same direction." If there are any strays, Mr. Potter doubtless may be counted on to round them up. The rest of us will be in there punching, too, it goes without saying. Though Les Potter occasionally indulges in cow-country metaphors himself, he has often expressed pride at being a life-long "gasser." He went to work for Lone Star in 1928, after graduating from Texas A & M, with a degree in mechanical engineering. He became chief production engineer in 1939, and superintendent of production two years later. Elected a director of Lone Star Producing Company in 1944, Les Potter became assistant to the president for both Lone Star Gas and Lone Star Producing in 1947, and was subsequently named executive vice president and a director of both companies. He has served as president of both companies for the past three years.

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Men's chorus led procession to stage, opening General Sessions

Convention and Exhibit draws October throng of 7,000 to Atlantic City

A. G. A. President Wister H. Ligon raised a long lamplighter's wand and touched into life a flaming gas luau torch at the entrance to the Exhibit Hall in Atlantic City's big Convention Auditorium.

With the motion, he officially opened the American Gas Association's 1960 Convention and Exhibit, the most spectacular event of its kind ever to be presented.

Attended by more than 7,000 delegates, guests and ladies, the Convention, lasting from Sunday, October 9 through Wednesday, October 12, drew capacity audiences to General Sessions, Section meetings, the "Festival of Flame" technical exhibition, and other exciting events.

A streamlined program concentrated on a limited number of top speakers, many of national renown. These included such men as Former FPC Commissioner W. R. Connole, General James M. Gavin, and The Honorable Maurice H. Stans, director of the U. S. Bureau of the Budget.

The tighter speaking program, with all meetings concentrated in the Convention Auditorium building for the first time this year, was designed to facilitate attendance at other Convention attractions, of which this year's Convention presented a record number.

Dramatic innovations included:

A Boardwalk Parade to the Convention Hall for the opening ceremonies.

Stagings of the absorbing and colorful "Gasarama" show illustrating gas facts through stunts and demonstrations.

A Gas Industry Press Conference, attended by some 75 representatives of metropolitan newspapers, national magazines, syndicates and wire services, at which top Association and utility men fielded questions and reeled off facts about the $20-billion gas industry.

Continuous closed-circuit television programming, on which a steady stream of talks and interviews with gas industry figures was broadcast over receivers throughout the Auditorium and in delegates' rooms at all major hotels.

A "Surprise Package" for the ladies of the Convention, at which a Gold Star Cooking Spectacular was presented by E. Carl Sorby of Roper Corporation.

A "Festival of Flame" Cafe and Lounge adjacent to the exhibition area.

Other special events repeating successful experience of previous years were:

An Editors' Brunch at which gas industry leaders met and greeted scores of writers and editors from the leading national shelter magazines and other publications.

The President's Reception, Entertainment and Ball.

A Ladies' Luncheon and Party.

Doorprize drawings, with a new Chrysler Valiant as top prize.

President Ligon opens Convention by lighting luau torch, as Convention Chairman Marvin Chandler, Exhibit Chairman Christy Payne look on

Marvin Chandler led procession of speakers, officials to stage

President Ligon with new officers. From left, L. T. Potter, president; E. H Smoker, 1st v. p., C. H. Mann, treasurer. J. E. Heyke, 2nd v. p., was absent

The main attraction, eclipsing other events, was the "Festival of Flame" Exhibition. The gas industry's largest technical exhibit to date, the "Festival of Flame" displayed more than 200 new and significant advances in gas "hardware" developed in the past two years. (For details, see the story on page 8.)

The Convention's opening address was delivered by Wister H. Ligon, retiring president of the Association, under the title "Opportunities for Greater Understanding."

Mr. Ligon reviewed past progress and future prospects for the gas industry, painting an encouraging picture over-all, yet recognizing that competitive challenges call for unremitting effort in realizing industry potentials. (For the full text of Mr. Ligon's speech, see page 19.)

W. R. Connole, former commissioner, Federal Power Commission, addressed the Monday General Session on the topic "Where Is Gas Headed in the Regulatory Field?"

Mr. Connole's point of departure was the recent FPC decision in the Phillips case, which established a policy of area pricing rather than utility-type cost pricing, for producers of natural gas.

Mr. Connole said that he believed the general effect would be salutary, with field prices somewhat more predictable in the future. Wellhead prices will continue to escalate, he said, but at a reduced rate of speed.

Though a more equitable and sensible method of field regulation is in sight, he stated, there are still forces beyond anyone's control which will tend to raise prices. These pressures include inflation; growth of gas load and demand; the need for more extensive exploration; and the necessity for costly new pipeline projects.

Forces operating to hold prices down also operate, he said. Among these is the growing impact of competition. Prices in some areas already have risen to the point where sales have been lost to competing fuels for cost reasons, he stated.

Natural forces controlling future prices, Mr. Connole asserted, would be more significant than the FPC decision. In any event, he said, the "hold the line" level set by the FPC is above that at which competition would head off a price rise.

Nevertheless, Mr. Connole hailed the decision as laying down a saner regulatory policy and a relatively well marked road for the gas industry to travel.

In concluding, Mr. Connole emphasized the need for experts to serve on regulatory commissions, both state and Federal. Such experts, he stated, may best be found within the ranks of the gas industry itself.

Leo Cherne, executive director, The Research Institute of America, Inc., was the final General Session speaker on Monday, with his talk "The Sixties—Decade of Opportunity or Peril?"

● *Top-flight speakers on Convention program chart paths of p*[illegible]*search,*

Budget Director Maurice Stans addressed General Session

NBC Chairman Robert W. Sarnoff was the featured speaker at the final luncheon

Regulation was topic of Former FPC Commissioner W. R. Connole

Prof. Arnold K. Henry, center moderated panel. From left: G. J. Tankersley, W. M. Elmer, D. S. Bittinger, C. H. Whitmore

Leo Cherne spoke on opportunities and perils of the Sixties

Mr. Cherne told his listeners that a short current business dip gave no reason to doubt the economists who have predicted a fabulous decade ahead. None of these analysts, he said, have failed to forecast at least one or two letdowns or readjustment periods. Such, he claimed, will not affect the over-all upward surge from arriving on schedule, unless we choose simply to throw up our hands.

The current business picture, Mr. Cherne predicted, will improve sharply before the end of 1961, since inventories already are lean and further trimming is unlikely. However, the rise will be in volume, not necessarily in profits, because of the intense competitiveness which recently has entered the business scene.

Therefore, in the Sixties, emphasis will be on selling, on the one hand, and on cost-cutting and modernization on the other, rather than on building new productive capacity.

Because of relatively stable defense outlays compared to rising private spending, Mr. Cherne predicted a period of small budget surpluses rather than deficits, for the Federal government.

Mr. Cherne also touched on the military and economic race between the U. S. and Russia. Mr. Cherne said that Russian claims of higher annual productivity gains were practically meaningless, since the Russians are only at the beginning of their Industrial Revolution. Therefore, small Russian gains appear more dramatic. In any valid absolute sense, he said, the U. S. is and should remain far ahead.

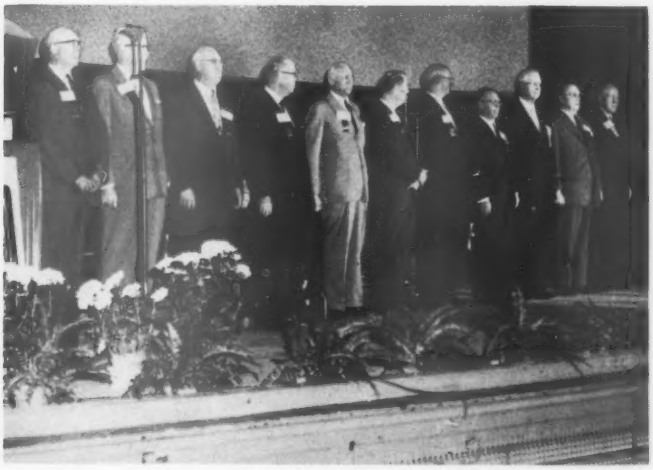
Wendell C. Davis, president, Gas Appliance Manufacturers Association, opened the Tuesday General Session with "Building a Healthy Climate for Gas Appliances and Equipment."

Cooperation among the various elements of the gas industry, Mr. Davis said, is the principal talisman for business fair weather.

The challenge of the 1960's, he stated is for dominance in the fuel market. Gas already has this dominance in some fields, while in others, such as air conditioning and refrigeration, it is emerging. This dominance will be put to a severe competitive test.

These jobs, Mr. Davis said, face the gas industry:

of p...earch, finance, marketing, personnel, government regulation of gas



Past presidents of A. G. A. took a bow on General Session stage

Wendell C. Davis forecast climate for gas appliances and equipment

Martin L. Bartling analyzed potential of housing market

Gen. James M. Gavin described business benefits of research

Marvin Bower advised delegates on nurturing management talent

The job of maintaining statistical superiority in fields where we now lead.

The job of convincing the American public that gas is best for air conditioning and refrigeration.

The job of accelerating the sales of gas for clothes drying and incineration.

The further job of developing the markets for the newer appliances and newer household uses for gas. Among these are gas lights, outdoor barbecuing equipment and swimming pool heaters.

Increasingly, gas will have to fight for its dominance in the heating field, especially against the challenge of electric heating.

"If there is a weak link in our chain of advertising, promotion and public relations," Mr. Davis said, "it concerns our relationships with architects, builders, contractors and the banks and mortgage companies which finance the country's housing programs. These are the men who design and build the nation's housing. These are the men who breathe life into the theme of modern living. These are the men who will be most influential in establishing the fuel of tomorrow. These are the men whom we must inform as to the capabilities of our fuel."

Of nearly equal importance, Mr. Davis said, are the local gas appliance dealers, the men who actually make the sale. The dealer sells the appliance which is the easiest and most profitable to sell, he said. Therefore, it behooves us to woo this man above all others.

Martin C. Bartling, Jr., president, National Association of Home Builders, followed Mr. Davis with "Opportunities in the New Home Market."

The prime opportunity for the gas industry, Mr. Bartling said, is to understand the home building industry and help to make it better.

"The home builder's problems are your problems," he stated; the two industries must work together.

To the often-heard claim that the new housing market is overbuilt, Mr. Bartling replied, "Nonsense!"

The market, he said, has never been greater. We have only to look around in the cities at urban blight, at the need for

Presidents of associated organizations demonstrate industry unity

New President Lester T. Potter, flanked by two charming escorts from the Lone Star state, acknowledges election

C. S. Stackpole fields a question by reporters at Convention press conference

urban renewal, at the inadequate housing for millions, to realize the true market potential.

Gas utilities could help builders, Mr. Bartling said, by providing them with scientific analyses of the housing market.

They can help by developing stimulating design ideas in housing to compete with other new products.

They also can help by taking the lead in merchandising, by capitalizing on the natural desire for home ownership.

"The markets are there," Mr. Bartling said. "We only need to find the key to unlock them."

Five problems must be solved, as Mr. Bartling saw it:

1. Land, and of providing utility services on that land.
2. Obsolescent building codes.
3. Tight money. Tapping of employee funds as a source of building capital may be one remedy.
4. Costs. These must come down if housing is to compete with other new products. Research and technology in this field could open up enormous new markets among the low-income third of our population. More prefabricated and standardization of parts could be partial solutions.
5. Revision of FHA regulations, which now needlessly hamper building activity.

General James M. Gavin, president, Arthur D. Little, Inc., in "Opportunities in Research," said that we are witnessing at present what some call a "scientific revolution," but which he preferred to term a "research and development revolution."

On the importance of basic research, he pointed out some of the unexpected civilian applications of such "far-out" projects as the space program.

Among these are advances in medicine and developments in cryogenics (applicable in low-temperature storage of liquefied natural gas) and telemetering (applicable in pipeline and distribution system control).

Among other unexpectedly useful products of basic research he named atomic energy.

The time lag between basic discoveries and practical application is rapidly diminishing, General Gavin said, making basic research more obviously a strategic investment for business.

General Gavin complimented the gas industry on seeing the importance of research, as exemplified in the "Festival of Flame" exhibition. However, he concluded by exhorting private industry to become even more sharply aware of the necessity for intensified research.

In the Wednesday General Session, Marvin Bower, managing director, McKinsey & Company, Inc., spoke on "Nur-

(Continued on page 31)

L. T. POTTER
President

E. H. SMOKER
1st Vice-President

J. E. HEYKE
2nd Vice-President

C. H. MANN
Treasurer

Officers, Section leaders elected

PRESIDENT

Lester T. Potter, president, Lone Star Gas Co., Dallas, Texas

FIRST VICE-PRESIDENT

E. H. Smoker, president, The United Gas Improvement Co., Philadelphia, Pa.

SECOND VICE-PRESIDENT

John E. Heyke, president, The Brooklyn Union Gas Co., Brooklyn, N. Y.

TREASURER

Charles H. Mann, treasurer, The Columbia Gas System, Inc., New York, N. Y.

RETIRING PRESIDENT

Wister H. Ligon, president, Nashville Gas Co., Nashville, Tenn. (Automatically becomes a director upon completion of his term as Association president.)

DIRECTORS—elected for two-year term

***Eskil I. Bjork,** chairman, The Peoples Gas Light and Coke Co., Chicago, Ill.

***H. D. Borger,** president, The Peoples Natural Gas Co., Pittsburgh, Pa.

H. Reid Derrick, president, Laclede Gas Co., St. Louis, Mo.

W. M. Elmer, president, Texas Gas Transmission Corp., Owensboro, Ky.

***William G. Hamilton, Jr.,** president, American Meter Co., Inc., Philadelphia, Pa.

***William J. Harvey,** vice president in charge of gas operations, Public Service Electric & Gas Co., Newark, N. J.

***A. W. Johnston,** vice president in charge of gas operations, Boston Gas Co., Boston, Mass.

Roy E. Jones, president and general manager, North Shore Gas Co., Waukegan, Ill.

Otto W. Manz, Jr., executive vice president, Consolidated Edison Co. of New York, Inc., New York, N. Y.

***E. Clyde McGraw,** president, Transcontinental Gas Pipe Line Corp., Houston, Texas

†**Gerald T. Mullin,** president, Minneapolis Gas Co., Minneapolis, Minn.

Dale B. Otto, president, New Jersey Natural Gas Co., Asbury Park, N. J.

R. T. Person, president, Public Service Co. of Colorado, Denver, Colo.

A. B. Ritzenthaler, vice president-sales, The Tappan Co., Mansfield, Ohio

Charles M. Sturkey, president, Washington Natural Gas Co., Seattle, Wash.

Guy W. Wadsworth, Jr., president and general manager, Southern Counties Gas Co., Los Angeles, Calif.

ACCOUNTING SECTION

Chairman—Reinhold H. Johnson, general auditor, The Brooklyn Union Gas Co., Brooklyn, N. Y.

Vice-Chairman—Conrad F. Mills, manager, general accounting div., Philadelphia Electric Co., Philadelphia, Pa.

GENERAL MANAGEMENT SECTION

Chairman—Gordon C. Griswold, vice president and treasurer, The Brooklyn Union Gas Co., Brooklyn, N. Y.

Vice-Chairman—William B. Tippy, president, Commonwealth Services, Inc., New York, N. Y.

INDUSTRIAL AND COMMERCIAL GAS SECTION

Chairman—L. J. Fretwell, director, commercial and air conditioning sales, Oklahoma Natural Gas Co., Tulsa, Okla.

Vice-Chairman—Wilmer D. Relyea, assistant manager, industrial sales, Public Service Electric & Gas Co., Newark, N. J.

OPERATING SECTION

Chairman—Herman L. Fruechtenicht, director of gas procurement and development, Consumers Power Co., Jackson, Mich.

Vice-Chairman—Edwin F. Trunk, chief engineer, Laclede Gas Co., St. Louis, Mo.

Second Vice-Chairman—Albert B. Lauderbaugh, assistant vice president, The Manufacturers Light & Heat Co., Pittsburgh, Pa.

RESIDENTIAL GAS SECTION

Chairman—J. J. McKearin, sales manager, Laclede Gas Co., St. Louis, Mo.

Vice-Chairman—Frank J. McLaughlin, vice president, Providence Gas Co., Providence, R. I.

*** Re-elected.**

† Elected for one year to complete unexpired term of Mr. John Heyke, elected as second vice president.

Exhibits of new and significant technical advances in fields of gas utilization, operations, PAR research and gas company developments fill huge Atlantic City Convention Hall

'Festival of Flame' is idea feast

The biggest news story of the 1960 Convention came not in the form of program events or speakers' words, but in the shape of things—"hardware" embodying the latest advances in gas industry research and technology, as seen by thousands of visitors at the "Festival of Flame."

The Festival of Flame was the largest exhibition ever staged by the Association. Shown were approximately 200 separate exhibits, by 150 companies, in row on row of booths completely filling the main floor of Atlantic City's mammoth Convention Hall. By comparison, the last large Convention exhibition, held at Atlantic City in 1958, contained approximately 100 entries.

Large as it was, the exhibition, with few exceptions, represented a stringent selection, restricting entries to those items considered "new and significant technically since 1958."

The over-all Festival of Flame banner embraced five separate groups of displays, each sufficient for an exhibition in itself.

In the "Festival of Gas Utilization Development," sponsored by the A. G. A. Utilization Bureau, new gas appliance and equipment entries were shown.

In the "Festival of New Developments by Utility Companies," technical advances made by individual gas companies were displayed..

The "Festival of PAR Research" presented a roundup of research projects being conducted by various institutions on vital developments of the future.

A "Festival of Gas Kitchens and Laundries" showed magazine-designed homes for modern living, under sponsorship of the A. G. A. New Freedom Gas Home Bureau.

A "Festival of Operating Equipment," sponsored by the A. G. A. Operating Section, showed new operating equipment from a miniature drilling rig to a monster pipe-making machine.

Illuminating all sections of the ex-

Gas Companies

Exhibits of Elizabethtown Gas Co., Washington Gas Light Co., Northern Illinois Gas Co., were among those showing progress by member utilities

Gas Utilization

Caterpillar Tractor showed new air conditioner engine

E. W. Bliss Co. exhibited a pulsation type gas burner

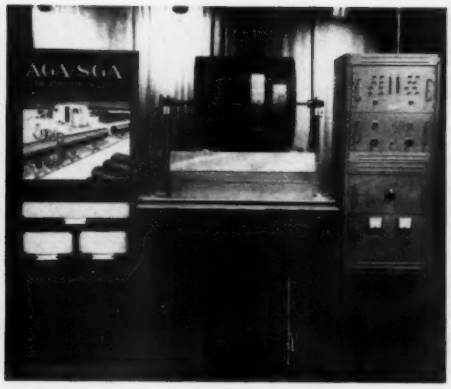
"3-M" display had two types of thermoelectric generator

I.C.E.D. booth displayed a gas engine-driven heat pump

PAR Research

PAR Research exhibit showed projects in progress in many areas of gas industry study

Display board diagrammed synthetic gas production



A.G.A.-SGA exhibit illustrated pipe inspection

Thermo-electric unit was live

hibition were gas signs, and gas lights of many different kinds.

Visitors and exhibitors were enthusiastic in their response to the "Festival of Flame."

Typical visitor comments were these:

"Looks very good. Technical plans interesting. Equipment shows good money-saving ideas."

"Very good . . . Should be attended by more and more sales people in the gas industry. Appearance and layout wonderful."

"Delighted with kitchens. Got ideas for my own kitchen. More wives should attend."

"Exhibit wonderful—greatly improved. Will have tremendous sales impact. Lots of ideas."

"Very informative. Enabled us to get trend in gas ranges. Don't know of better place to come to get ideas."

"Inspirational."

Exhibitors generally were gratified with results. Some of their comments:

"More people became aware of the progress we are making in the development of direct conversion devices."

"We were able to expose our largest development to several segments of the industry not normally contacted. This should result in a demand for latest features by dealers and utilities."

"Built interest of public utilities in our system for large volume water heating."

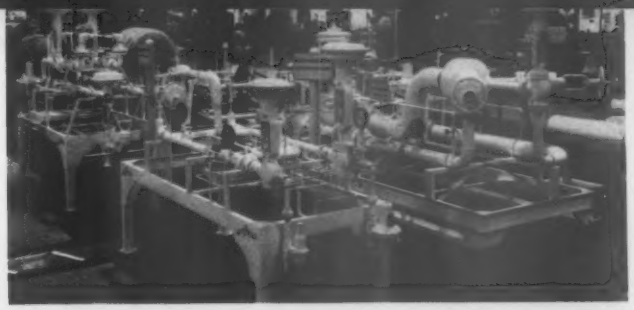
"Benefited by exposure of products and company personnel to top people in a prime market."

"Signed up two new distributors."

"I set up seven distributors and contacted more of our gas company customers and friends than I could possibly have done for the same expenditure."

"Educated management people in uses of our equipment. Discovered new markets for our equipment. Made potential sales contacts."

Many delegates felt that earlier planning and information on the next exhibit would be useful. Therefore, the Association is urging prospective exhibitors to begin now to make plans for entries in the next major exhibition, to



Applied Engineering, Inc., mounted a remote-controlled mixing plant

Levingston Ship Building Company, Hughes Tool Company cooperated on this scale-model offshore drilling rig

Driam Corporation's mammoth pipe-making machine drew fascinated crowds of visitors throughout the Convention

A center mall exhibit combined distribution main fittings and connections by several major manufacturers

Robertshaw-Fulton Company exhibited an automatic control system for gas

be held at Atlantic City in 1962.

The Exhibit Planning Committee, headed by Christy Payne, Jr., felt that one of the most successful portions of the exhibition was that in which developments by gas utility companies were shown. It is hoped that in 1962 even more such developments will be shown.

The committee expressed satisfaction at the number of middle-management, sales and operating personnel who attended, in addition to top management delegates. This trend, it was felt, was one which should be encouraged.

A list of companies entering exhibits in the "Festival of Flame," and the significant new products or projects shown, follows:

Aerovent Fan Company, Inc., Piqua, Ohio

Versatile Industrial Heating System

Latest and most advanced approach to solution of industrial heating and air-handling requirements. New version of gas-fired air make-up unit may be installed in walls or roofs. High capacity unit supplies clean, pre-heated air to replace air exhausted by fans and ventilating equipment.

American Thermocatalytic Corp.
Mineola, N. Y.

Invisible Flame Gas Equipment

A new scientific concept in central heating and water heating. Sealed, gas-fired units produce superior gas heat without a visible flame.

Thermoelectric Generator

Unusual application of scientific theory has developed device for producing electricity by applying heat to dissimilar metals joined together. Gas appliances equipped with this device operate independently of outside sources of electricity.

Arkla Air Conditioning Corp.
Little Rock, Ark.

Gas-Fired Air-Conditioners

Central air-conditioning units for home, industrial and commercial installation. Units produce either hot or chilled water for comfort air conditioning or industrial processes. Weatherproof housing allows indoor or outdoor installation.

"Gasigns" for Outdoor Advertising

Employs an arrangement of gas mantles as the light source for distinctive gas illuminated signs. Automatic controls, requiring no

(Continued on page 34)

Winners of Public Relations Achievement Award. Top trophy went to R. F. Calrow, right, for Minneapolis Gas Company's image-making "Minnegasco" program

Julia Meade delivers gas industry's highest citation, the Distinguished Service Award, to Elisha Gray II

With highest honors: L. E. Biemiller, left, Industrial & Commercial Achievement Award; C. P. Xenis, Distribution Achievement Award; Elisha Gray II, Distinguished Service Award; and W. M. Moore, the Beal Medal

General Session presentation ceremonies make recognition for exceptional contributions a dramatic highlight of Convention program

Awards honor outstanding services to gas industry

Recognition of individuals and companies making outstanding contributions to the gas industry was given a prominent place among A. G. A. Convention events.

In order more fully to emphasize the importance of the national awards, the majority of the presentation ceremonies this year were held before the full body of delegates convened in General Session.

Winners were selected by panels of judges in the various fields. Presentations were made by Wister H. Ligon, retiring president of A. G. A. and president of the Nashville Gas Company.

The **Distinguished Service Award**, A. G. A.'s highest honor, was won by Elisha Gray II, chairman of the board,

President Ligon with recipients of the A. G. A. Operating Section Award of Merit

Home Service Achievement Awards went to Mary Lou Crump, Marjorie Chandler, Gisele Fortier, Mable Kay and Patricia Huff, from left

Safety Achievement Awards honored members for contributions to dramatic improvement in industry's record

President Wister H. Ligon presents the Order of Accounting Merit to winners

chief executive officer and director of Whirlpool Corp., St. Joseph, Mich. He was cited for his "foresight and confidence in the gas industry."

The Distinguished Service Award, which includes a certificate, was established in 1929 and is presented annually to the individual who has recently made the most outstanding contribution to the general interest of the gas industry.

In presenting the award, Mr. Ligon said, "As chairman of Whirlpool Corp., Mr. Gray arranged for the purchase of the Servel gas refrigerator plant and facilities and instituted a three-year 'crash' program of research and development.

"Fulfilling the development program a year early, he led Whirlpool by 1960 to invest some $20 million in its gas refrigerator operations. Evidence of the initial success of this program has come through the acceptance of the new RCA Whirlpool gas refrigerator.

"Even though such a sizable investment will take years to amortize," Mr. Ligon continued, "the Whirlpool Corp., under Mr. Gray's leadership, continues to back up its exploration, through research and development, into the exciting future of the gas industry. His program and activities have been in keeping with the highest traditions and best aspirations of our industry."

Top honors in the fourth annual **A. G. A. Public Relations Achievement Award** competition were awarded to Minneapolis Gas Company.

President Ligon told delegates that the Minneapolis company has been credited with "the year's outstanding contribution to greater understanding of the gas industry and modern gas service" from among 32 entries submitted by U. S. and Canadian companies.

Minneapolis Gas Company's winning program, designated for the top award after placing first in the Community Relations competition, was based on its unique "Minnegasco" project in which a friendly little Indian maiden character became the company's personality symbol.

By using "Minnegasco" in every channel of communication, from cus-

(Continued on page 32)

Convention a four-day merry-go-round

Conventioneers were diverted by Boardwalk Parade . . .

. . . Julia Meade drawing prizes . . .

. . . closed-circuit television interview

. . . Mrs. America gas kitchen . . .

. . . gas industry leaders at press conference . . .

. . . Ladies' Luncheon and Party

. . . President's Reception and Dance . . .

. . . More gas kitchens . . .

. . . Home

# of main events . . . and sidelights

. . . New Freedom gas kitchens . . .

. . . cowgirls from Dallas . . .

. . . Trudy and Wister Ligon drawing prizes . . .

. . . Convention TV in hotel rooms . . .

. . . E. Carl Sorby in "Cooking Spectacular" . . .

. . . "Gasarama" showings . . .

. . . Ladies' "Surprise Package" . . .

. . . and Wister and Trudy Ligon

Home Service sets Convention record

Mrs. Annadora V. Shirk, right, was the featured speaker before capacity audience at Home Service Breakfast. Above, guests at Breakfast head table

Annadora V. Shirk, assistant professor of English at Albright College, was the guest speaker at the Home Service Breakfast held October 11, 1960, during A. G. A. Convention. Speaking before approximately 650 delegates, the largest number ever to attend the annual breakfast, Mrs. Shirk dealt with the general subject, "Woman the Wonderful Meets Man the Marvellous at Breakfast." Among observations of a humorous nature were serious comments on the 20th-century American woman and her changing role in our society. Mrs. Shirk also commented on the increased responsibility of the corporation in the field of leadership.

Guests at the breakfast, which was served in the American Room of the Traymore Hotel, received greetings from C. S. Stackpole, managing director of A. G. A. (Mr. Stackpole took advantage of the occasion to dispel rumors that he is retiring and was roundly applauded.)

A. G. A. Home Service Achievement Awards, sponsored by *McCall's* magazine, were presented to five home service directors by Wister H. Ligon, retiring A. G. A. president. Entries in the contest for the awards were classified in three divisions—A, B, and C. Each award consisted of a check for $200 and a bronze plaque engraved with the name of the winning company.

The award in Division A went to the head of a home service department in a company having more than five home service representatives who carried on an outstanding general home service program during the year ended July, 1960. The winner was Gisele Fortier, home service director, Quebec Natural Gas Corp., Montreal, Quebec, Canada. Mary Lou Crump, home service director, Honolulu Gas Co., Honolulu, Hawaii, won the award in Division B from among companies having less than five home service representatives.

Awards were made to three different companies in Division C, which included entries from department heads or individual members. The winners in this division were Marjorie

Chandler, home service director, The Consumers' Gas Co., Toronto, Ontario, Canada; Patricia Huff, home service director, The Ohio Fuel Gas Co., Columbus, Ohio; and Mabel Kay, home service director, South Jersey Gas Co., Glassboro, N. J.

Mrs. Mildred Endner, chairman of the A. G. A. Home Service Committee, presided over the morning's proceedings. Miss Patricia Huff directed the group responsible for the attractive centerpieces on each breakfast table.

Speakers at Home Service Roundtable were, from left: Marjorie A. Bettesworth, Shirley Pemberton, Beatrice West, Ellen Bridges, Evelyn Winkes, and Mildred Endner, chairman of Convention Home Service events

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The Home Service Round Table took place October 10, 1960, in the Gasarama Room of Convention Hall, with Mildred Endner, Minneapolis Gas Company, presiding. An audience of nearly 200 heard four stimulating addresses by professional women in the home service and related fields.

"Do Come to Dinner," a 30-minute film on teen-age cooking sponsored by the A. G. A. Home Service Committee, was first on the afternoon program. This color film pointed up the advantages of cooking on gas appliances while showing the preparation and serving of a simple, attractive meal. A Gold Star range and a gas refrigerator were featured in the kitchen scenes.

Evelyn Winkes, general home service director of The East Ohio Gas Co., Cleveland, Ohio, in her address entitled "From Drudgery to Glamor," discussed and demonstrated an advertising "gimmick" that her company has adopted to encourage sales of gas dryers. Foot-high character dolls, Sad Sal and Happy Hannah, are used in home service demonstrations and in utility displays to dramatize the difference a gas dryer can make.

Perhaps the most exciting feature of the round table was a presentation by Shirley Pemberton, home economist for Robertshaw Research Center. She supplemented her talk on Robertshaw's new timer-less clothes drying control, with a demonstration of the effect a too-hot and unregulated clothes dryer can have on a load of clothes. She subjected a wet pillowcase and a dry one to the same degree of heat from a flaming propane torch. The dry pillowcase became scorched in three seconds, while the wet one did not show scorching until 15 seconds had elapsed.

Mrs. Pemberton said, "Basically we look for a dryer control system that will shut off the dryer when the clothes are of proper dryness. Most dryer systems have no way of fully compensating for variables in conditions that occur in the operation of a dryer.

"At the start of drying, when the clothes are wet, maximum burner input and high inlet air temperatures can be tolerated. As drying progresses, the decrease in evaporation rate causes the exhaust air temperature to increase. Our graduating thermostat senses this increase in exhaust temperature and partially closes. This begins to lower the inlet temperature. When the rate of evaporation has finally decreased to that corresponding to a satisfactory degree of dryness in the clothes, the thermostat has lowered the inlet temperature to the set point of the terminating control. The terminating control then operates through the first step to shut off the heat input and start the cool-down cycle. When cooling has progressed through a predetermined time, the terminating control operates through a second step to stop the dryer."

The subject of color coordination in the kitchen was thoroughly explored by Beatrice West, color coordinator for Caloric Appliance Corporation. Her presentation included the screening of a stunning collection of slides showing the evolution of color in the American kitchen from the time of the walk-in fireplace and the hanging kettle to today's gleaming culinary "laboratory." Miss West stressed the ever-increasing importance of color in appliances for the kitchen.

Marjorie A. Bettesworth, home service director for Consumers Power Co., Jackson, Mich., concluded the program with comments on improving the home service operation within the utility. Her address, "We Like to Show 'em before We Sell 'em," outlined how her company has effectively used home service kitchens incorporated into new and remodeled service buildings in outstate Michigan. Miss Bettesworth showed slides of kitchen plans that Consumers uses in service areas not covered by demonstration kitchens.

Industrial relations round table

Prepared by
A. G. A. Personnel Committee
Edited by W. T. Simmons
Assistant Personnel Manager
Philadelphia Electric Co.

● **The art of being different**—In the March, 1960, issue of *The Toastmaster,* Fred DeArmond inquired into why we remember one person out of a group. He says that person has learned the art of selling himself, of emphasizing the small things that make him different, rather than the large things that make him the same as other people. One of the best ways of being different in a manner that endears is to be yourself. Magnification of a fragment of yourself is far more effective than any talent for emulation. For example, whole continents are open for exploration merely in the way you pass the time of day. What an opportunity there is in avoiding platitudinous answers to banal questions or putting a little wit into small talk about the weather or adding a little originality to your business letters. Who stands out as an individual—the man who writes "Circumstances permitting, I hope we shall be able to meet at the convention in Chicago next week" or the man who writes "I'll see you there if the Lord's willin' and the cricks don't rise"? The world rewards those who can walk with the crowd yet do so with variations. There is no excuse for being a carbon copy.

● **Retirement as a beginning of opportunities**—In the *American Legion* magazine, August, 1960, issue, W. A. Foster stated it is a puzzling fact that a man can watch the approach of retirement for 20 years and still be caught by surprise when the fateful day arrives.

The most important thing we can do to assure a happy and successful retirement is to plan for it now. Where shall we live? Should we sell or keep the house? How much money will we need? What income should we expect? How shall we keep ourselves active and productive? These questions require thoughtful planning and invite disaster if they are put off until the last minute.

Probably the most important questions are: "Do I want to retire completely—just loaf, fish, and play golf—and, if so, can I afford to?" Whether by choice or necessity, most men expect to supplement retirement income with earnings. However, trying to find a suitable job can be discouraging for a senior citizen if he lacks the right attitude. That many companies hesitate to employ older men because of resulting complications in group insurance and other fringe benefits may be a selling point for a 65-year-old. He can approach a potential employer as one seeking to lease his experience and know-how on a contract basis.

Retirement can be the beginning of opportunities you never have known—if you plan for it.

● **Does big business talk too much?**—In the January, 1960, issue of *Dun's Review* and *Modern Industry,* Clarence B. Randall stated that an irresistible urge to communicate has seized American industry. We communicate constantly to all who will listen and to many who don't. We are extremely sensitive and self-conscious today. We care what everyone thinks, and this is as it should be. The question is if the things we say so prolifically are wise and true or if we are using the marvels of modern communication merely to hear ourselves talk. The desire to be seen, the craving for status that has not been earned, and the short cut to recognition all play regrettable parts in the current urge to communicate, whereas the qualities the world desperately needs from management are humility and virtue. With growing anxiety, society demands the formulation of a new business philosophy, a re-evaluation and restatement of the purposes and objectives of private enterprise. This rethinking of values must begin in the heart and mind of each individual charged with forming policy. He must halt the frenzy of his routine until he can determine just what is the true image of his company he wishes the public to form. He must then ask searchingly if that goal carries a full measure of responsibility to himself, to his company, and to our free society.

● **A checklist for working with others**—Ray Joseph, writing in *Streamlining Your Executive Workload,* has brought to our attention that a poet once said that no man is an island. This thought applies to the importance of working well with others in order to increase our effectiveness. *Modern Industry* magazine once summed up the key factors for working with others in these questions: (1) Do we make others on our staff *want* to do rather than just *making* them do things? (2) Do we criticize or approach constructively and only after getting the facts? (3) Do we criticize in private to avoid humiliation and resentment? (4) Do we praise in public to inspire others as well as the individual being praised? (5) Do we show human interest in and appreciation of the people who work with us? (6) Do we let subordinates in on our plans early so they can gear themselves to help? (7) Do we avoid overdomination and allow people to work with us, as well as for us? (8) Are we consistent in our expectations, demands, and temperament? (9) Do we speedily admit errors, rather than waste the time of others trying to justify them? (10) Are we aware of how our behavior sets the pace for those working under us, and do we consequently set a good example?

● **Arbitration decisions**—Arbiter upholds company method of computing vacation allowance—In deciding a disagreement over the meaning to be given the term "regular rate of pay" in the computation of vacation pay, Arbiter Paul L. Kleinsorge has decided that Tube Forgings of America acted correctly in figuring vacation pay on average earned wages of the preceding year rather than at the regular wage rate in effect at the time the vacation was taken.

The union, Beaver Lodge 1,432 of the International Association of Machinists, favored using for computation purposes the regular rate of pay in effect at the time an employee took his vacation. However, if because of bumping to a lower classification this produced a result lower than the past earnings approach used by the company, the company's plan was to be preferred.

Mr. Kleinsorge believes regular rate of pay, as used in the contract at Tube Forgings in connection with paid vacation, is subject to more than one interpretation, and he is convinced that at the time the contract was made, the union and company had entirely different notions of the meaning of the phrase. The company applied its computation method for two or more years and through several negotiations without complaint from employees or union.

A question finally was raised that led to arbitration. But by that time, according to Mr. Kleinsorge, the company had established its interpretation as practice for the plant. In the absence of complaint from the union, management had no way of knowing that its method of computation was not the one intended by the union. If the union had protested the company's interpretation when the first vacations were paid under the clause, the union's interpretation, which corresponds with area practice, probably would have prevailed. Mr. Kleinsorge went on to say:

> "The union states that the company should have told the union of the interpretation placed upon the phrase. But in operating a business under a collective bargaining contract, an employer must make many decisions, not all of which he can reasonably be expected to check with the union, particularly those which he has no reason to believe are controversial. Some of the employees were aware of the method of computation being used by the company, and although the method had not been brought to the attention of the union it cannot escape responsibility to keep itself informed merely by blaming the company for not providing the information gratuitously. The company did not attempt to conceal its interpretation. The union could have discovered easily the method of computation being used."

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President sums up achievements, maps great opportunities ahead

By WISTER H. LIGON
President
American Gas Association
President
Nashville Gas Co.

Ladies and gentlemen of the gas industry, it has been an honor and a privilege to serve you this year as President of your Association.

This year also has been an interesting, as well as priceless, experience.

In carrying out the responsibilities of this office, for example, it has been necessary to travel over 60,000 miles to attend some 50 conferences, conventions and meetings throughout the United States and Canada.

As I have moved around the country, I've become more and more amazed by the dramatic evidence of gas industry growth and strength. In every branch of our industry—and at every level of management—I've discovered new and exciting signs of a brand of energy and determination never before seen in the gas business.

There's a new wave of optimism, born not of idle wishes or the heady success of the Fifties but of solid, widespread conviction that the industry's intriguing potentials can and will be realized.

Even after some 30 years in the gas business, I still marvel at the resurgence of this remarkable industry. By dint of faith, foresight and vigorous effort, the gas industry has pulled itself out of the post-war doldrums to become America's fifth largest industry in terms of plant investment, and the second largest supplier of energy.

Look for a moment at these important gains, achieved by you who represent all echelons of gas industry management:

You have, in the past 10 years alone, built nearly a quarter of a million miles of new pipelines and mains. Today, you operate a gas network 615,000 miles long.

In one decade, you have converted over 300 of the nation's gas distribution systems to natural gas—a tremendous task well done.

You have built a safer gas industry, too. By steadily reducing the frequency of employee accidents for 12 consecutive years, you have helped the gas industry establish the longest unbroken record of safety improvement in U. S. industrial history—this means for all industries.

And you have added some 900,000 gas customers to our lines each year for the past decade. Today, we serve over 33 million customers. Their all-time high consumption of gas brings us revenues of more than $5 billion a year.

These solid achievements, unmatched in the history of the gas business, are part and parcel of this phenomenal resurgence which has astounded everyone, from Main Street to Wall Street.

But what led to our miraculous transformation?

It seems to me that action is the answer—action that brings results!

We've stepped up the pace in advertising . . . promotion . . . research . . . product development . . . and in all areas essential to growth. We've not only fought back but gone on the offensive, improving our position in a number of important fields.

And we have developed coordinated, cooperative group action. We're growing bigger and stronger and more important to the nation's economic fabric by working together.

In laboring side by side, we have ceased to be merely a thousand-odd scattered and totally independent companies and have become, instead, an industry. Through scores of programs vigorously conducted by our wide-awake national, regional and state associations, we have brought new dignity and stature to the gas industry. And we've built greater public confidence in our companies, our products and our services.

Now, I assume that you are more interested in the future than in the past. A virile, aggressive industry looks ahead; self-preservation demands it. Let's put the record-book aside, then, and talk about gas industry prospects in the Sixties.

The analysts in A. G. A.'s Bureau of Statistics paint a bright picture of what's ahead—or what can lie ahead in terms of opportunities and potentials. After studying indicators somewhat more reliable than tea-leaves and crystal balls, they foresee dynamic growth for the industry during the next 10 years.

They anticipate at least a 34 per cent increase in customers, to 43 million by 1970.

Annual sales will nearly double, from 88 billion therms to almost 160 billion.

And they tell us the industry's gross plant investment will more than double, advancing from today's $20 billion to $48 billion.

Presented at the 42nd Annual Convention, American Gas Association, Atlantic City, N. J., October 10, 1960.

Obviously we cannot deliver more gas to more customers without huge additions to our systems. During the Sixties, we'll spend nearly $28 billion for construction and expansion—twice our outlays in the Fifties. Even allowing for inflation, this will buy our pipeline and utility companies a lot of new facilities.

We are excited about these potentials, but we're also realistic enough to recognize that forecasts merely suggest what tomorrow can be. For all the optimism I see in our industry, I know we don't intend to sit and wait for manna to fall from the heavens. We will create our own opportunities.

The pressure is on us to build upon the firm foundations established in the past several years—and we must do it now. We must move forward at full speed or risk being left behind by competitors whose pace might be swifter.

For more than a year now, all of us have heard the business and financial experts say that the Nineteen Sixties will be the most competitive period in American history. Nowhere will this competition be keener than in the energy branch of the public utility business.

Despite their positions in a franchised and closely regulated industry, utility companies already are competing at fever pitch in a race to determine who gets the lion's share of tomorrow's energy market. And, to make it a four-cornered affair, the oil and coal industries also are in the running.

This is not mortal combat in the sense that the winner will take all and the vanquished will immediately retire to die of their wounds. Anticipated consumer demands for all forms of energy will be much too great to permit this. But it is certain that the winner will emerge with more strength, with a higher rate of growth, and with much greater appeal to the financial community.

I am convinced the keys to the future of our industry are expanded research, greater product improvement and aggressive sales promotion.

The gas industry has long recognized appliance improvement and the hard positive sell as major growth-building activities. New evidence of their significance is pointed up in a recent A. G. A. estimate of the market potential for gas appliances.

Our market analysts tell us that gas utilities and appliance dealers can sell from 51 to 57½ million gas appliances in the next five years alone. The higher figure represents what we can reach by stepping up the pace of product development and sales promotion. Certainly we will not be content to settle for 51 million when, by exerting greater effort, we can boost sales by at least 10 per cent!

In this whole process of looking ahead, every prediction we make, and every goal we set, is contingent upon one overriding consideration—the continued and increased acceptance of gas by the consumer. We have no greater calling than to keep the public aware of the indispensable place of gas in home, commerce and industry. We must tell the people—tell them about our new products, tell them over and over again, and tell them in ever-increasing numbers of the compelling advantages of gas.

"Selling Sixties"

This bright new decade has been called the "Selling Sixties." I doubt if any could be more aware of this truth than those of us in the business of selling fuels. In the short 12 months during which I have held this office in A. G. A., the pace of competition has shifted into a new and higher gear. Nowhere is this more evident than in the struggle for the consumer's dollar.

Fortunately for the gas industry, we have the means to meet this competition. We are meeting the competition—with A. G. A.'s Promotion, Advertising and Research Program, better known as PAR.

Through PAR's national advertising and television programs, the gas industry has developed a strong and dynamic voice directed to the consumer. I sense an increasing awareness among the leadership of our industry, an awareness of the mounting importance of this national advertising on behalf of gas. And I'm especially encouraged by the extent to which gas utilities are using A. G. A.'s national advertising, building upon its themes and merchandising this advertising in their own local campaigns.

Inside and outside our industry, one feels the groundswell of interest. Everywhere there is a healthy spirit of urgency developing over this business of selling our product to the consumer. And, with each passing month, the public is being exposed to an ever-increasing tide of gas advertisements and commercials.

The cornerstone of this new era of gas promotion was set in place four years ago with the establishment of the National Gas Industry Television Program, under which we began sponsoring "Playhouse 90."

As a program, "Playhouse 90" served us well. When it was announced last spring that the show would not be regularly scheduled this season, however, it was decided to adopt a different approach.

September 19 we entered the new television season with a new program—the "Barbara Stanwyck Show," presented Monday nights by NBC-TV under A. G. A. sponsorship. In addition to her role as hostess for the series, Miss Stanwyck appears in almost every show accompanied by top stars. And, while our program is new, our gas commercials continue to be delivered by the most effective sales personality in all of television—Julia Meade.

We also have speeded up the tempo of commercial and industrial sales promotion, reaching out to win even more customers in these markets which now use nearly two-thirds of all the gas we sell.

We will continue to broaden our activities in these two important fields, not only through magazine and direct mail advertising but through expansion of the group selling technique. This includes our A. G. A.-sponsored symposiums in the textile, glass and heat-treating industries, our work with trade associations in the commercial area, and participation in their important national conventions and shows.

While this new decade has been called our "Selling Sixties," it also will be our greatest decade of research and development. And we need look no farther than this Convention Hall for evidence of our industry's response to the technical challenge of the Sixties. Even the hastiest inspection of our exciting Festival of Flame will reveal the increasingly greater emphasis this industry is placing on gas research and product development.

Today, we have domestic gas ranges with ovens that can hold a full meal at serving temperatures for hours.

We have through-the-wall gas water heaters that require no vent or chimney connection.

Our gas infra-red burners cook home

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Statement spells out recent Phillips case decision substituting new formula for utility-type regulation of producers

FPC explains 'area pricing' policy

(Following is the complete text of a release by the Federal Power Commission, explaining its recent decision setting up "area pricing" for natural gas producers.)

The Federal Power Commission, in issuing its opinion in the landmark Phillips Petroleum Company case, laid out a broad program for regulating the rates of independent natural gas producers on an area price basis instead of confining itself to the traditional utility rate base method, which it found was not "workable."

The FPC said it had to use the rate base approach for Phillips because the evidence was presented on a cost basis. But it said "ridiculous" results would be reached in a great number of cases if costs should be the only basis for regulation. The Commission declared that the ultimate solution to independent producer rate regulation lies in the determination of fair prices for the gas, based on reasonable financial requirements of the industry, and not on the rate base and expenses of each company.

Using the rate base approach for Phillips, the FPC said the company's revenues fell about $10 million short of its $55.5 million cost of service for the 1954 test year. The Commission concluded therefore that the entire proceeding should be terminated, except for two points. The case involves a general investigation of Phillips' rates and 12 proposed rate increases, totaling about $5.7 million per year. Phillips has been collecting the increases subject to refund for varying periods, and these rates will be permitted to continue in effect, although 2 of the 12 cases were left open for possible adjustment.

Phillips claimed a $92.3 million cost of service during the proceedings, but last April filed a settlement proposal reducing this amount to $70.8 million. The FPC rejected the settlement offer, pointing out that a number of parties had rejected it and that it did not represent a new solution, but rather the acceptance of Phillips' present and past contract prices—many of which are the subject of other proceedings.

In its 56-page opinion, the Commission declared that use of the rate base approach would in all probability result in higher consumer prices, as shown by Phillips and other cases. The Commission said the ultimate objective of its area price plan is to set prices adequate to maintain the gas supplies needed by the nation's consumers, but at prices no higher than necessary to accomplish that purpose.

To this end, the Commission simultaneously issued a policy statement setting rate guidance levels for the nation's various producing areas. Two prices were established for each area—one applicable to new sales, and the other to existing contracts. The FPC said it would not authorize new sales at rates higher than these established levels without price justification. Further, any proposed rate increases above these levels will be suspended, the Commission said.

In arriving at these price levels, the FPC said it had considered all relevant facts, including cost information, existing and historical price structures, production volumes and trends, price trends over a number of years, exploration and development trends, trends in demands, and available markets.

Phillips, of Bartlesville, Okla., is the largest seller of natural gas in the United States. Today's opinion is an outgrowth of the June 7, 1954, decision in which the U. S. Supreme Court ruled that independent producers selling natural gas in interstate commerce were subject to FPC jurisdiction. As the first major case to fully present all basic problems in ratemaking for independent producers, the Phillips proceeding has been watched closely throughout the natural gas industry.

The Phillips case originated October 28, 1948, when the FPC began an investigation of the company's rates. On August 16, 1951, the FPC held that it did not have jurisdiction over Phillips, but this ruling was reversed May 22, 1953, by the District of Columbia U. S. Court of Appeals. The lower court's decision was affirmed by the Supreme Court June 7, 1954. The Commission then reinstituted the Phillips investigation, and subsequently consolidated with it the 12 rate increase cases. Hearings started June 26, 1956, and closed December 18, 1957, after 82 hearing days. FPC Presiding Examiner Joseph Zwerdling filed a decision April 6, 1959, which also concluded the Phillips' revenues were substantially below its cost of service. Exceptions were filed to that decision, and the FPC heard oral argument October 1 and 2, 1959.

Although the Commission adopted parts of the examiner's decision, it disagreed with his findings in several fundamental respects, including his conclusions that a system-wide rate approach and the rate base method of regulation should be used. The Commission, rejecting the system-wide rate approach, pointed out that Phillips' operations are conducted in widely separated areas and that it produces gas of varying qualities and serves diversified customers under different conditions. On the rate base approach, the Commission said it was

convinced that this method would produce "fallacious results." The traditional methods for regulating utilities provide only some possible aid toward solving the problem of fixing producers' rates, but not the answer, the FPC asserted.

The Commission dealt at length with the problem of applying utility ratemaking principles to gas producers. It pointed to the "extremely difficult" problem of allocating costs between the regulated and unregulated products, which often brings an "unrealistic result." It also stressed the problem of using the cost approach in unitized fields where many single wells have as many as 50 part owners. With each owner recovering his own costs, the FPC said, gas from one well might range in price from 1 cent to $10 per thousand cubic feet.

The Commission also emphasized the administrative impossibility of having a full cost rate case for each of the thousands of producers under its jurisdiction. The FPC said that allowing for expected future filings, and even if the present staff were tripled, it would take until the year 2043 to reach a current status on producer rate work, using present techniques.

The FPC indicated it expected its producer rate regulation plan to be contested on the ground that it is not lawful under a 1956 ruling by a U. S. Court of Appeals in the "City of Detroit" case. The FPC in that case permitted Panhandle Eastern Pipe Line Company to use a commodity value in pricing gas which it produced itself. The court, however, remanded the case, stating that the higher rates represented an increase above that which would result from the conventional rate base method, which must be used "at least as a point of departure."

The Commission in its opinion today said that some parties would contend the court ruling requires it to calculate a rate base and determine a rate of return, at least as a point of departure. "If this contention is correct," the Commission declared, "then, as a practical matter, adequate regulation of producers appears to be impossible under existing law." In this connection, the FPC said that the Natural Gas Act does not contain "as much as one word which indicates that this Commission must use a rate base in determining just and reasonable rates." The FPC cited court precedents for working out regulatory prin-

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Meet your Association staff

Gloria Gaupp

The "air-oriented" executive secretary is a phenomenon of the Jet Age, and Gloria Gaupp, secretary to Managing Director C. S. Stackpole (who, incidentally, calls her "the Boss"), is a vigorous example of that hardy breed.

One of her chief duties (and Mr. Stackpole says she is adept at it) is making sure that all members and other folks who call for the Managing Director on the telephone or in person when he is absent are given cordial, enthusiastic, and efficient service.

Taking dictation is as easy for Gloria in mid-air or en route to Idlewild as it is in her office at A. G. A. She can ply her skills with equal facility in the bustle of an airport or on a New York-to-Washington flight. She puts it, "Have steno book, will travel!"

Gloria this year will complete 15 years with A. G. A. For the past three of those years she has been secretary to Mr. Stackpole. She was with the Operating Section as secretary to J. Stanford Setchell before that. Her first position, following her graduation from the Berkeley School, was as a secretary with the ordnance department of the U. S. Army.

This year she became a member of the New York chapter of the Desk and Derrick Clubs of North America. The purpose of the group is to give secretaries employed in the petroleum and related industries a better understanding of the industries, thereby to increase their scope of service to those industries. She is a junior member of the program committee of the organization and is one of its several natural gas industry representatives from New York City.

Among Gloria's neglected pastimes are knitting and golf. She's on the lookout, though, for a conveniently located golf course. Another favorite hobby is trying to keep track of her boss.

Her vacations are spent in traveling anywhere from Bermuda to the West Coast, and there are plans for a European jaunt in the future. Gloria's work with A. G. A. has taken her across the country in four directions, from Montreal to New Orleans and from New York to San Francisco. The latter is one of the few places where her traveler's *élan* failed her. She refused to take her auto over that town's famous "dips."

Though she was born in New York City, Gloria's home town is Morristown, N. J. She has lived there most of her life and was active in the Red Cross Motor Corps, particularly assisting The Seeing Eye, a service she considers her most rewarding experience.

She presently resides in Jackson Heights, N. Y. Her roommate, Eileen Wickstrom, an airline hostess, assures Gloria "champagne-flight" service on the ground, as well as in the air. Recently after flying in from Frankfurt, Germany, Eileen managed to shop and have dinner on the table before Gloria breezed in non-stop from A. G. A.

Political action on tax legislation not only legitimate but a must, accountants are told

Management of men, money analyzed

The annual A. G. A.-EEI Electronics Seminar will be held November 28-30, at the Claridge Hotel in Atlantic City, N. J.

The program will consist of panel discussions by six groups, covering such topics as control techniques, computer room operation methods, data transmission, purchase vs. rental of computers, and many other facets of electronic machine application in utility accounting.

A highlight of the meeting will be a tour of the Atlantic City Electric Company's Computer Center.

R. H. Johnson, left, incoming chairman of Accounting Section, receives gavel and a handshake from outgoing chairman and new A. G. A. treasurer C. H. Mann

Three stimulating talks on subjects of vital concern both to accountants and to other gas company executives were heard by Convention delegates attending the two afternoon Accounting Section sessions.

The speakers were Charles B. Randall, vice president, Natural Gas Pipeline Company of America, and chairman, A. G. A. Taxation Accounting Committee; Jerome Barnum, of Jerome Barnum Associates; and Ralph C. Henderson, president, Alexander & Alexander, Inc.

Mr. Randall, whose talk was entitled "The Birth and Life of a Tax Bill," opened by stressing the importance to utilities of active participation in political contests involving legislation which could affect their taxes or other business interests. Mr. Randall reported that a bill now is before Congress, with good chances of passage, which would permit tax deduction as a legitimate business expense for costs of combatting adverse legislation by lawful means.

"The chief counsel, Leo H. Irwin, of the Committee on Ways and Means," Mr. Randall noted, "recently suggested sound reasons for legislative action through the efforts of a group with common interests. Disproportionate costs in the light of benefits received deter the individual from going directly to Congress. The legislative process as it exists today demands a spokesman for a group with similar interests."

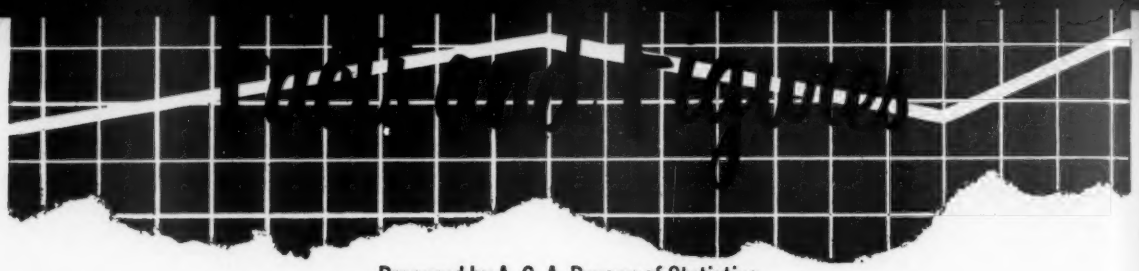
As an example of the need for, and value of, utility action on legislation, Mr. Randall cited the excess profits tax bill of 1950.

Much legislative action takes place before the birth of the bill itself in Congress, Mr. Randall said.

Early in 1950, it became apparent, he recalled, that increased revenue would be required by the Federal government, because of the Korean situation. A tax reduction bill had been passed by the House, but was shelved. "It was at this point that the excess profits tax problem came into focus and the legislative machinery began to operate.

"Members of the Taxation Committee of A. G. A.-EEI, aware that an excess profits tax was in the offing, on July 7 established a subcommittee on War Profits Taxation to cope with the problem faced by the gas and

(Continued on page 31)



Prepared by A. G. A. Bureau of Statistics

Total utility sales of gas to ultimate consumers amounted to 5,645 million therms in August, 1960, an increase of nearly six per cent over the same month last year. This is the greatest August sales total on record. August, 1960, gas sales to industrial users, which sales amounted to approximately 4.2 billion therms or nearly three quarters of the total, were up 4.6 per cent over August, 1959. This increase closely matches the 5.1 per cent increase in over-all industrial activity measured by the Federal Reserve Board's index of industrial production. Residential and commercial gas customers, however, used 10 per cent more gas in August, 1960, than in the same month of 1959—1,439 million therms versus 1,308 million therms, respectively. About a third of this gain can be explained by the increase in number of customers served by utility gas customers, but a significant portion must be attributed to the growing utilization of base load and summer load appliances, primarily water heaters, and also, perhaps, incinerators and gas lights and, possibly, refrigerators and air conditioners.

For the 12-month period ended August 31, 1960, utility gas sales to ultimate consumers totaled 91,820 million therms, an increase of nearly seven per cent over the preceding 12-month period. Industrial gas sales represented just over half of the total and experienced a gain of 3.9 per cent for the most recent 12 months compared to the preceding year. Sales to residential, commercial, and other customers showed a gain of 10.1 per cent for the period. The figures above refer to sales of natural, manufactured, and mixed gas through utility channels; producers' field sales of natural gas are excluded, as are sales of liquefied petroleum gas, whether through utility mains or in bottles, tanks, or bulk, save for small quantities of LP-Gas used for peak shaving, enriching, or mixing with other gases.

During August, 1960, the gas utility and pipeline industry spent an estimated

(Continued on page 28)

SALES OF GAS AND ELECTRIC RESIDENTIAL APPLIANCES DURING AUGUST, 1960

(WITH PER CENT CHANGES FROM THE CORRESPONDING PERIOD OF THE PRIOR YEAR)

	August		July		First seven months, 1960	
	Units	Per Cent Change	Units	Per Cent Change	Units	Per Cent Change
RANGES (including built-ins)						
Gas	151,900	−13.7	112,800	−21.5	1,044,500	− 6.2
Electric	122,400	+ 5.0	102,100	−21.0	886,000	− 9.4
WATER HEATERS						
Gas	279,400	+ 9.1	256,600	+ 4.7	1,611,900	− 9.8
Electric	42,700	−28.8	55,800	−20.6	407,000	−19.8
GAS HEATING—Total	129,987	−15.4	96,159	−28.1	598,225	−10.0
Furnaces	96,200	−16.5	74,600	−24.5	469,800	−11.8
Boilers	16,987	− 6.5	11,959	−25.0	70,125	0.0
Conversion Burners	16,800	−16.8	9,600	−49.2	58,300	− 5.0
OIL-FIRED BURNER INSTALLATIONS	59,262	−18.7	40,411	−18.0	286,118	− 4.2
DRYERS						
Gas	35,461	−22.8	22,316	−21.6	192,585	− 1.8
Electric	69,658	−20.2	50,264	−24.7	362,592	−10.8

Sources: Gas Appliance Manufacturers Association, National Electrical Manufacturers' Association, "Fueloil and Oil Heat," and American Home Laundry Manufacturers' Association.

GAS SALES TO ULTIMATE CONSUMERS BY UTILITIES AND PIPELINES DURING AUGUST, 1960

(MILLIONS OF THERMS)

	Month of August			Twelve months ended August 31		
	1960	1959	Per Cent Change	1960	1959	Per Cent Change
Natural gas	5,549.5	5,238.0	+ 5.9	89,513.2	83,530.0	+ 7.2
Manufactured and mixed gas	95.8	90.5	+ 5.9	2,306.8	2,378.0	− 3.0
Total gas	5,645.3	5,328.5	+ 5.9	91,820.0	85,908.0	+ 6.9
Residential, commercial, and other	1,439.3	1,308.1	+10.0	45,312.9	41,165.9	+10.1
Industrial	4,206.0	4,020.4	+ 4.6	46,507.1	44,742.1	+ 3.9
August indices (1947-1949 = 100)						
Total gas sales (A. G. A.)	249.2	235.2	+ 5.9			
Residential, commercial, and other (A. G. A.)	255.7	232.4	+10.0			
Industrial (A. G. A.)	262.5	250.9	+ 4.6			

PERTINENT BUSINESS INDICATORS, AUGUST, 1960

(WITH PER CENT CHANGES FROM THE CORRESPONDING PERIOD OF THE PRIOR YEAR)

	August			July		
	1960	1959	Per Cent Change	1960	1959	Per Cent Change
Industrial activity, FRB (1947-49 = 100)	165	157	+ 5.1	166	163	+ 1.8
Consumer prices (1947-49 = 100)	126.6	124.8	+ 1.4	126.6	124.9	+ 1.4
Housing starts, non-farm (thousands)*	125.3	142.0	−11.8	113.3	146.7	−22.8
New private construction expenditures ($ million)**	3,570	3,822	− 6.6	3,592	3,792	− 5.3

* New series

** Revised to reflect effects of new series on housing starts

A formula for PR-power: deeds plus words, multiplied by listening plus telling

Does your public understand you?

Otto Manz, Jr., left, turns over General Management gavel to G. C. Griswold. W. B. Tippy, right, is new vice chairman

Kenneth W. Haagensen told guests at luncheon meeting of importance to business of building good public relations

Gas company executives attending the General Management Section's luncheon session at the Convention were asked a pointed question by Kenneth W. Haagensen, public relations director of the Allis-Chalmers Manufacturing Company, who was the featured speaker.

The question, and the title of Mr. Haagensen's talk, was "How Do You Expect to Rate If You Don't Communicate?"

Public relations, including the art of communicating, though one of the fastest-growing professions today, still is insufficiently understood, Mr. Haagensen said.

The importance of public relations becomes apparent, he pointed out, when it is realized that "the very preservation of our free enterprise system is dependent upon much broader, better conceived, and more thoroughly executed programs to bring understanding of our economy and its benefits to millions who would otherwise be candidates for socialistic, fascistic, or communistic philosophies."

Viewed thus, management's public relations responsibility extends far beyond promotion of the company or the product solely, into the area of public education for maintenance of the business system as a whole.

"A regulated industry such as yours," said Mr. Haagensen, "is constantly aware of the threat of further encroachment by government, first in control and regulations, and ultimately in government ownership.

"For that reason I am sure you are fully aware of the importance of public relations in your business."

Public relations is not new, the speaker said. In fact, its practice, if not its current name, is frequently evidenced in Biblical writings. Today it is practiced, though in varying degrees and at varying levels of competence by schools, business, churches, welfare organizations, government, and practically every other type of institution.

Yet, it remains misunderstood.

Mr. Haagensen described two contrasting concepts of public relations as "fire fighting" versus "fire prevention."

The public relations "fire fighter" waits until an emergency or disaster occurs and then attempts to put out the flames by a stream of words and press statements.

A more adequate concept of public relations is that of "fire prevention" which seeks to build up understanding and goodwill so that whatever the practical situation, a crisis in relations with the public or the press will be unlikely to result.

However, the words of the PR practitioner must be based on the deeds of his company in order to have value under either concept. A capsule definition of public relations offered by Mr. Haagensen: "Obtaining merited recognition and understanding for the

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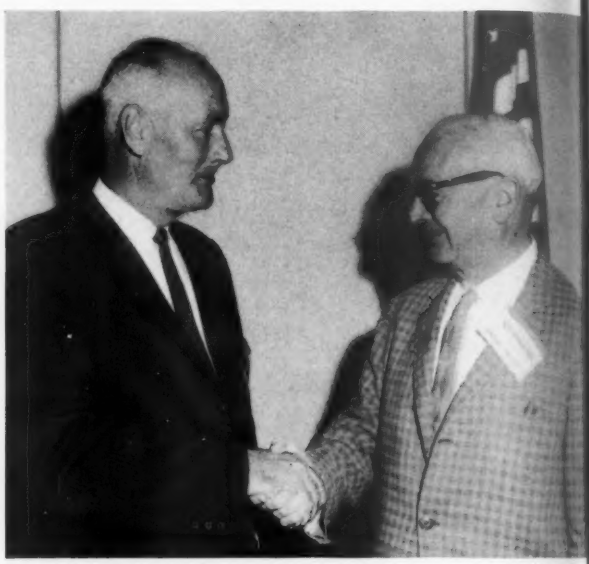
Joint Industrial-Commercial and Residential session covers ways to unlock markets for future sales growth

Customer benefit is key to sales

Fred A. Kaiser, retiring chairman, Industrial and Commercial Gas Section, passes gavel to successor, L. J. Fretwell



Residential Gas Section's retiring chairman, H. William Doering, congratulates the new chairman, J. J. McKearin

The Joint Session of the Industrial and Commercial Gas Section and the Residential Gas Section drew a capacity audience of Convention delegates and the SRO sign was out long before the principal speakers were introduced.

Starting with a short business session, Chairman Fred A. Kaiser, vice president and general sales manager, Michigan Consolidated Gas Company, presiding, the new officers were elected together with the 1961 Nominating Committee. L. J. Fretwell, Oklahoma Natural Gas Co., Tulsa, and W. D. Relyea, Public Service Electric & Gas Co., Newark, N. J., were elected chairman and vice chairman respectively.

Mr. Kaiser gave the highlights of his annual report to the Section and announced that the full report would appear in the Section Newsletter. He then turned the meeting over to H. William Doering, Springfield (Mass.) Gas Light Company, retiring chairman of the Residential Gas Section.

Mr. Doering conducted the Section business meeting during which time the new chairman, John J. McKearin, Laclede Gas Co., St. Louis, Mo., and vice chairman, Frank J. McLaughlin, Providence (R. I.) Gas Company were elected. The new 1961 Nominating Committee also was unanimously approved.

The meeting was then turned back to Mr. Kaiser who introduced the first speaker, W. D. Relyea, assistant manager, industrial sales, Public Service Electric & Gas Co., Newark, N. J., who spoke on "Marketing Industrial Gas."

Mr. Relyea emphasized the need for an industrial survey to determine "the amount of competitive business in your customers' plants . . . the amount of business you can look forward to . . . and what to expect from industrial development in your territory."

He outlined eight basic points to round out an industrial sales department policy and the selection of personnel. It was further pointed out that management should reappraise the prices at which they market industrial gas and that greater consideration should be given to selling the advan-

Speakers at joint session were, from left: W. D. Relyea, Robert H. Quayle, G. J. Tankersley

tages of this premium fuel for industrial processing operations. Mr. Relyea concluded with the thought that "Industrial gas must be sold on a continuing customer benefit basis consistently if you are interested in the long term gains."

Returning as presiding officer, Mr. Doering introduced Robert H. Quayle, Jr., president, Norge Sales Corporation, who outlined the "Plans and Programs" of his company.

The final talk of the day was presented by G. J. Tankersley, president, Western Kentucky Gas Company, whose subject was "Getting On Top." Taking cognizance of the competition's stepped-up efforts to make inroads on gas industry markets, Mr. Tankersley declared that "advertising today, as never before, holds the key to the consumer mind."

He called for continued close cooperation in national and local advertising throughout the gas industry. Referring to A. G. A.'s 1961 budget of nearly $6 million for national television and print advertising and the industry's over-all advertising effort of approximately $90 million, he advised gas company executives not to underestimate the impact and effectiveness of national action.

"It is absurd to take the isolationist attitude that we can live unto ourselves locally," Mr. Tankersley asserted, "while competition rains its missiles of national advertising propaganda into the backyards of our customers and prospects."

Then followed a presentation of GASARAMA, the national award winning science and fun show which highlights the story of the natural gas industry. Staged in black light as a live theatrical production, GASARAMA was packed with mystery, noise and suspense. A standing ovation was given the "cast" as Fred Kaiser brought the meeting to a close with one rap of the gavel.

Four thousand attend Food Service Convention

Some four thousand directors, supervisors and managers of school feeding operations from all over the United States attended the series of meetings and visited exhibits during the 14th annual convention of the American School Food Service Association, in Washington, D. C., October 2-6, 1960.

This group represents one of the largest mass feeding operations in the world, the school lunch programs by which means millions of our school children receive a balanced meal each school day.

A focal point of interest was the large exhibit hall in the Shoreham Hotel where 145 exhibitors showed their latest in appliances and products for school lunch operations. The gas industry was well represented by 11 manufacturers of heavy duty cooking equipment, including:

The G. S. Blodgett Company, Inc.
Cleveland Range Company
Cribben & Sexton Co., Universal Chef Division
Groen Manufacturing Company
B. H. Hubbert & Son, Inc.
Keating of Chicago
Market Forge Company
Martin Oven Company, Inc.
Middleby-Marshall Oven Company
Vulcan Hart Manufacturing Company
Welbilt Corporation, Garland Division

There was an A. G. A. Information Center where commercial representatives of the Washington Gas Light Company were in attendance.

One of the convention highlights was a three-hour baking demonstration conducted on two days before a capacity audience whose rapt attention attested to the interest of the demonstration. Mr. L. H. Bates, supervisor, Granite School District, Salt Lake City, Utah, gave the demonstration. He operates the central kitchen of the Salt Lake City school system which

furnishes 18,000 meals per day to 42 schools. During the Christmas holiday season, three more schools and about 1,000 meals are added.

A wide variety of baked items were made including yeast breads and sweet goods all having recommended additions of proteins to increase the nutritive value. To meet the widely different baking requirements of the demonstrated items, a Martin Oven Company, "Variety" oven was selected.

Facts and figures

(Continued from page 24)

$162 million on new construction (excluding maintenance). Construction expenditures for the first eight months of 1960 are estimated to have exceeded $1,025,000. These figures represent monies actually spent for labor, material, etc., in connection with new construction projects during the period in question, even if the projects were not completed by the end of the period.

New housing activity continued to decline in August, as it has done all year. August, 1960, non-farm housing starts of 125,300 are 11.8 per cent lower than for the same month last year. New non-farm home-building activity for the first eight months of this year is 18 per cent less than last year. All sections of the country have experienced a drop in new housing activity, but the northeastern states have been hardest hit. The decline has been more modest in most states in the south Atlantic and south central regions.

According to A. G. A. Bureau of Statistics analysts, it seems probable that non-farm housing starts for the year 1960 will not exceed 1.3 million units —compared to well over 1.5 million last year (both figures based on the U. S. Census Bureau's new series). Because the average construction cost of new homes has increased slightly and because activity in the non-residential segment of the private building industry remains vigorous, the total dollar value of new private construction has declined only moderately from last year—6.6 per cent in August, 5.3 per cent in July, and 1.7 per cent for the first eight months as a whole.

Manufacturer shipments of gas water heaters in August, 1960, gained 9.1 per cent over 1959. Water heaters were the only major gas appliances to show an increase for the month over last year. Affected by the decline in the new home market, as well as, perhaps, by the prevalent wait-and-see attitude of the business community and the consumer economy, shipments of the major gas appliances registered declines ranging from 6.5 per cent for boilers to 22.8 per cent for automatic clothes dryers.

Some business economists, however, encouraged by the interest in the new 1961 models of automobiles, have predicted that the downward or stationary trend in consumer interest in hard goods will reverse itself in the last quarter of 1960 and in the beginning of 1961.

Industrial relations

(Continued from page 18)

The vacation clause provides that workers in company employed for one year shall be entitled to one week or 40 hours of vacation at the employee's regular rate of pay. The same language is used in the contract clause for those entitled to two and three weeks of vacation.

Since negotiation of the first contract in late 1955, the company had computed vacation pay on the basis of an earned plan, under which it set aside for each employee vacation money determined by the wage rate received at the time the vacation was earned. Mr. Kleinsorge said, for example, that if an employee was entitled to 40 hours of vacation pay and if he earned $2.25 an hour for the first six months of the year and $2.50 an hour for the second six months, his vacation pay was computed on the basis of 20 hours at $2.25, plus 20 hours at $2.50. Under the union's interpretation, the employee's vacation allowance would have been 40 hours' pay at $2.50 an hour.

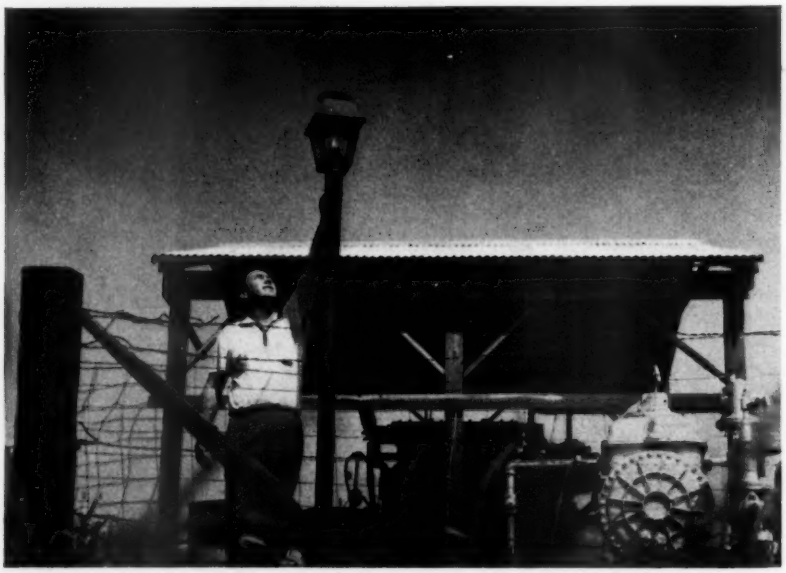
The union stated that in Article VI of the contract establishing rules for shift work, regular rate of pay obviously refers to the rate in effect at the time. It argued that the same interpretation must apply to this same phrase in the vacation clause.

The union also contended the company admitted that its method of computation was wrong in a letter to the union offering a compromise to settle the dispute. It proposed adopting the union's interpretation as of January 1, 1960. The union rejected the idea.

Mr. Kleinsorge did not agree that this company proposal was an admission of error. He viewed it only as an offer to settle the dispute. The union turned it down, and Mr. Kleinsorge said that the company no longer was bound by it.

Mr. Kleinsorge agreed with the company that two arbitrations relied on by the union actually supported the company's contention that past practice should determine which method of computation should be used. The established practice was found to be the company's method of computation.

Natural gas light serves as night watchman



Naturally enough, the handiest and most dependable light for checking and maintenance chores on this natural gas irrigation pumping engine is natural gaslight. Jerry Broking, sales representative, Arizona Public Service Company, says it also gives protective lighting against pilferage

Operating man sells safety

H. L. FRUECHTENICHT
Chairman-Elect

E. F. TRUNK
Vice-Chairman

A. B. LAUDERBAUGH
Vice-Chairman

Safemanship"—sales through safety—might have been the title of the panel discussion which was the main event of the Operating Section's Convention session.

How to build and maintain public confidence in the safety of gas—as important an ingredient in sales as modernity, economy, or convenience—was approached from three different directions by as many speakers.

Linn B. Bowman, Rochester Gas and Electric Corporation, moderator, presented a checklist of 83 questions on operating methods in the gas industry, to be answered by every safety-conscious operating executive.

Harold H. Crogham, attorney, The Gas Service Co., Kansas City, Mo., offered a plan of action for keeping the name of the gas company clear and protecting it from legal suits in fire or explosion disasters not caused by gas, but for which gas often is wrongly blamed.

Hall M. Henry, president, NEGEA Service Corporation, laid the burden of public safety at the door of utility executives, in a talk entitled "Management's Responsibility for Safety."

The length of Mr. Bowman's checklist indicated that safety has many aspects, and involves practically the entire range of gas company operations.

Some of the points covered by Mr. Bowman covered such safety requirements as inspection, ignition protection, exclusion of unauthorized persons from LPG filling areas, ventilation, pipe coating, backfilling, observance of codes, pressure testing, cleaning of pipes, spark prevention, location of facilities, proper construction, training of personnel, cathodic protection, replacements, guarding of excavations, and many other items of critical importance in accident prevention.

It was felt by members of a full and attentive audience that Mr. Bowman's checklist, which he expanded and elaborated upon as he enumerated his points, provided a comprehensive guide which would provide the fullest possible safety protection to any company which followed it. Copies of the checklist were distributed, and remain available from the A. G. A. Operating Section.

Harold H. Croghan, attorney, The Gas Service Company, Kansas City, Mo., gave delegates an eye-opening presentation on the need for speed

Harold H. Croghan, Linn B. Bowman, Hall M. Henry, were Operating Section panelists on Public Safety

and thoroughness in investigating all serious fire or explosion episodes at sites receiving gas service, in order to protect the gas company against involvement in expensive litigation and possible loss of costly damage suits.

Such suits may be lost, Mr. Croghan pointed out, not because of any fault of the gas company, but because the actual causes of the fire or explosion become obscured. Therefore, it is urgent that complete information be gathered immediately.

"The temptation is always present in any company to let the crowd melt away, the Fire Department depart, to let the press dissolve from the scene, to let the furor and confusion die down, and to pick up the trail of the facts behind the major disaster on Monday next, or Tuesday next, even if it occurs Friday night late," Mr. Croghan said. "However, this attitude is disastrous.

"I urge you never to delay or allow anyone else in your company to delay."

Mr. Croghan stressed these points repeatedly:

"Why the need for speed?

"1. To retain physical facts. The evidence will be disturbed by firemen and contractors. Water damage will change the character of the ruins. The owner may close his property to all but fire officials, and this he can do. Interior gas piping may be removed and preserved by others whose interests are inimical to the gas company. This piping may be disturbed, damaged or destroyed.

"2. Evidence of the blast pattern surrounding the area is erased or cleaned up.

"3. The possible eyewitnesses may be transients and may disappear.

"4. The eyewitnesses may become educated by others not to be frank and open, or refuse to give their version.

"5. The eyewitnesses may forget details and their sharpness of memory will become blunted.

"Therefore, in any fire-explosion disaster, the gas company concerned must have someone from the operating department at the scene as soon as humanly possible—night or day, holiday, weekend or weekday."

Mr. Croghan acknowledged that the difficulties of getting operating people to an explosion scene are greater in the case of small town and rural companies. He emphasized the necessity of cultivating close working relationships with the local firemen, policemen, the sheriff, his deputies, and volunteer fire fighters.

The district manager's operational set-up should be such that the closest gas service man on duty, or on call, will drive to the scene immediately, regardless of where it is, and check it out, Mr. Croghan said. This man should notify the gas company manager or superintendent in charge by telephone or radio.

"In any case, whether urban or rural," Mr. Croghan advised, "the gas man in charge of the district should immediately call company headquarters regardless of distance, or if it is in the evening, the company's chief operating person at his home if necessary, and also call the company's counsel."

These people in turn must make the prompt decision as to what to do to cover the disaster.

Generally, Mr. Croghan said, this may first embrace mobilizing the head office personnel, including a top operating man, plus the company's claims investigator, plus later the company's lawyer, all of whom must be sent to the area in question as soon as possible.

In large companies, this team would also include the company public relations representative. In small towns, the chief executive might wish to call the company's local lawyer, send him to the scene, and rely on him both to assist in the initial investigation and to maintain as good public relations as possible with local consumers and the press.

The decision to mobilize the entire investigation team should be made, Mr. Croghan said, whenever there is any possibility that natural gas or the

(Continued on page 42)

Convention

(Continued from page 6)

turing Management Talent in the Gas Industry."

"One way to attract management talent," Mr. Bower told delegates, "is to develop the talent you have."

One of the best ways to do this is through motivating potential management personnel to develop themselves. They must have a "monkey on their backs" driving them to self-improvement, Mr. Bower said.

"Nothing develops men like solving problems," he continued, deploring the seniority approach to advancement as a damper on initiative.

As practical advice on what each individual department can do to create a proper atmosphere for development of the people within it, Mr. Bower offered these suggestions:

1. Make decisions on a basis of fact, so as to encourage actual merit and eliminate personal politics.
2. Make decisions promptly. If this is impossible, explain why to subordinates.
3. Be a good delegater. This means telling what to do, but not how to do it.
4. Give subordinates the feeling that they can go somewhere. The high-talent man likes to feel he is working in a place where something is happening.

More specific pointers on handling personnel:

1. Define the job, so that the employee knows just what is expected of him. However, be careful to avoid doing this in a restricting or limiting way that will hold down performance.
2. Evaluate people by learning to assess personal traits, many of which are intangible. But judge performance by what people actually do or accomplish. This means having standards of performance to measure by.
3. Coach subordinates thoroughly. This includes telling people what they do wrong. Disapproval by a respected superior has been found a valuable stimulus to performance and learning. Praise should also be given, but at another time.
4. Include penalties as well as rewards among incentives. Incentives of talented people, Mr. Bower said, are chiefly non-financial.

A special feature of the Wednesday General Session was a panel of young company presidents, who enacted roles as top executives of an imaginary gas company, and discussed the company's "Opportunities Unlimited."

Moderated by Arnold K. Henry, professor, Transportation and Utilities, University of Pennsylvania, the panel included Donald S. Bittinger, Washington Gas Light Co.; W. M. Elmer, Texas Gas Transmission Corp.; G. J. Tankersley, Western Kentucky Gas Co.; and Charles H. Whitmore, Iowa-Illinois Gas and Electric Co.

Final General Session speaker was The Honorable Maurice H. Stans, director, Bureau of the Budget.

Mr. Stans, speaking on "Federal Financial Management in the Sixties," made a strong appeal for conservatism as opposed to liberalism in Federal financing.

"The present is a time for crucial decisions," Mr. Stans said. "The next decade will be a hazardous journey."

Militarily, he said, the U. S. is second to none, and the gap is widening in our favor.

Economically, we are also the strongest power. We are currently earning, saving and spending more than any people in history. However, any tampering with our economic system in the years ahead may be paid for at great cost. Already we are drifting down the wrong road. "In 25 years we have gone far toward financial irresponsibility," Mr. Stans said. "Today we are faced with fiscal problems that can no longer be covered up."

The U. S. does not need "forced economic growth" to stay ahead of Russia, Mr. Stans said. The Soviet Union "will never catch up unless we make it easy by defaulting on our principles."

The principles which have made us strong, he asserted, are those of "free enterprise in atmosphere of incentive for production."

Featured speaker at the final day's "Festival of Flame" luncheon was Robert W. Sarnoff, chairman of the board, National Broadcasting Company.

Mr. Sarnoff welcomed the gas industry to NBC as sponsors of the network's new *Barbara Stanwyck Show*.

Under the title, "Prosperity—Sin or Salvation," Mr. Sarnoff's talk scorned the philosophy which seeks public welfare through private belt-tightening.

Our national strength has been built, Mr. Sarnoff told an audience of hundreds, by growth resulting from the efforts of business to satisfy wants of consumers.

Accounting

(Continued from page 23)

electric utility industries. Serious inequities existed in the World War II excess profits tax insofar as it affected regulated utilities.

"During the months of July and August of 1950, a number of recommendations were prepared by the subcommittee, which were forwarded to the Joint Taxation Accounting Committees of A. G. A. and EEI. The latter committees prepared a report, including recommendations. . . . The recommendations were further considered at higher level by the National Defense Committee of the American Gas Association and the Special Tax Committee of the EEI Board of Directors, who jointly prepared a report entitled, 'The Impact of an Excess Profits Tax on the Gas and Electric Utility Industries.' Eight recommendations were presented. . . .

"Essentially, the committees took the position they were desirous of contributing to the war effort, but an excess profits tax, if imposed on limited earnings, could result in reduced availability of capital and thus impair expansion so necessary to meet the demand which they were obligated to fulfill, especially in a national emergency."

Shortly thereafter, Congress enacted a revenue bill without an excess profits tax provision. However, entry of the Chinese Communists into the Korean War made it apparent that an excess profits tax would be necessary. The Joint Committee on Internal Revenue Taxation and the Treasury Department heard labor and business representatives in a series of off-the-record hearings. Included were representatives of the gas and electric industries. Among items presented was the pre-

viously prepared report.

In November, A. G. A., EEI, and presidents or chairmen of several individual companies appeared before the full committee.

In December, the Committee on Ways and Means, after conferences with the Internal Revenue Committee and the Treasury Department, reported its own bill to Congress.

Again, A. G. A., EEI and NARUC representatives, and others, appeared before Senate hearings, to present the case for regulated utilities under an excess war-profits tax bill.

As a result of these activities, the excess profits tax as ultimately enacted contained an amendment recognizing the special situation of utilities.

"This provision," said Mr. Randall, "practically eliminated utilities from the effects of the tax bill. It is appropriate to acknowledge that the fair and equitable amendment was due in considerable measure to efforts of our industry representatives, ably supported by our state regulatory commissioners."

In conclusion, Mr. Randall stated: "It is thus incumbent on industry today to be ever alert and active with respect to legislative proposals."

In his talks entitled "Directed Energy—A Philosophy and a Tool of Management," Jerome Barnum discussed ways of defining management objectives, and of mobilizing the energies of staff personnel to accomplish these aims.

Mr. Barnum pointed out that businesses can save millions of dollars annually through increasing production efficiency, but that such cost-cutting is impossible without proper motivation of personnel.

Methods improvement he labelled the "mechanics" of production. Motivation factors, he said, could be called the "humanics" of production.

To motivate people for increased productivity through methods improvement, Mr. Barnum said, we must touch the mainsprings of human behavior.

These include the desire for security, for recognition, and for creative fulfillment, as well as such conventional motivations as the desire for money and advancement. Human creativity, according to Mr. Barnum, is one of the most neglected of business assets, and one of the most profitable for management to cultivate.

"The intelligence, imagination and loyalty" of employees also was recognized as a principle asset of business by Ralph C. Henderson in his talk, "Your Assets—Are They Protected?"

Besides manpower, Mr. Henderson listed assets under the headings of property and money, only the latter two being shown on a company's balance sheet.

These assets, Mr. Henderson said, are exposed to many kinds of risks. These include:

1. Risk of loss of markets to competing fuels.
2. Risk of failure in exploration activities.
3. Risk of failure in research projects.
4. Effects of unfavorable tax legislation.
5. Risk of effects of inflation.
6. Risk of strikes.

These are ordinary risks of business. Others are insurable risks, which may be transferred to professional insurers.

Among such risks to property he named fire, lightning, explosion, windstorm, flood, earthquake, collapse and breakdown. Human hazards which are insurable include vandalism, riot, civil commotion, smoke damage, and damage from aircraft, automobiles and radioactivity.

Another major risk area, Mr. Henderson pointed out, is the possibility of liability for injury to persons or property. Liability suits, he said, can run into millions of dollars.

Theft and employee dishonesty are risks affecting money assets. Some losses from these causes may extend over many years and involve large sums.

Workmen's compensation and disability laws place a legal obligation upon the employer. "Concentrations of employees exposed to injury from a single incident and unlimited medical expense in partial or total disability cases can result in catastrophic losses, perhaps payable over a long period of time," Mr. Henderson said.

Demands for employee protection under group insurance plans make it more desirable, he said, for these costs to be paid by business as an operating expense rather than through taxation.

Mr. Henderson proposed a "triangle approach" to what he called "risk management."

The base of the triangle represents control of risks through audits, personnel safety programs, and accident prevention activities.

The long side of the risk management triangle represents *insurance*.

"Transfer of risk through the selection of insurance makes available to your corporation the assets of the insuring companies to cushion your own corporate assets against the risk of financial loss," Mr. Henderson said. "The premium cost of insurance can be budgeted to your pattern of corporate income whereas unpredictable losses which are not insured become a speculative risk of your own capital assets."

The short side of the triangle represents "your assumption of risk by self insurance or non-insurance.

"Accidental losses below a predetermined limit may be absorbed without violence to your balance sheet or profit and loss statement. Assumption of risk has a proper place in your program of protection when the predictable level of losses may be assumed more economically than they can be insured."

Determination of the proper risk management program, Mr. Henderson said, is a function of top management.

Awards

(Continued from page 13)

tomers' bills and school activities to community affairs and stockholder contacts, the company has created a strong new image of service and confidence.

Six other companies also received first-place awards in specific public relations classifications. They were: Northern Illinois Gas Company, school activities; the Ohio Fuel Gas Company, press relations; Southern California Gas Company, public safety; Texas Eastern Transmission Corporation, financial relations; Virginia Gas Distribution Corporation, customer relations; and Washington Natural Gas Company, special projects.

Awards of Excellence were earned by six other companies: Cincinnati

Gas & Electric Company, school activities; Equitable Gas Company, press relations; Michigan Consolidated Gas Company, community relations; Oklahoma Natural Gas Company, customer relations; The Peoples Gas Light and Coke Company, press relations, and the Peoples Natural Gas Company, community relations.

Mr. Ligon presented Minneapolis Gas Company with a striking 19-inch trophy symbolizing the progressive spirit and service character of the gas industry. Three graceful arches form a pyramid which supports a blue-tinted, flame-shaped pillar. On the base of the trophy are inscribed the three major dimensions of sound public relations—"Integrity, Enlightenment, Achievement."

Smaller desk replicas of this trophy were presented to the seven companies which earned first-place designations in contest categories.

Top honors in the A. G. A. contest, sponsored by the Association's Public Information program, were won by Southern California Gas Company, Los Angeles, in 1957; Quebec Natural Gas Corporation, Montreal, in 1958, and Michigan Consolidated Gas Company, Detroit, last year.

The **Order of Accounting Merit** awards were presented to seven gas industry executives.

Receiving the awards at the afternoon meeting of the Accounting Section were H. Frank Carey, Long Island Lighting Co.; Albert J. Klemmer, Rochester Gas & Electric Corp.; Lawrence E. Nash, Texas Eastern Transmission Corp.; Carl D. Osterholm, Northern Natural Gas Co.; Charles B. Randall, Natural Gas Pipe Line Co. of America; Emanuel Toder, Consolidated Edison Co. of New York, Inc.; and William D. Virtue, Public Service Co. of Colorado.

The awards were conferred on members of the Association's Accounting Section for outstanding service to the industry in accounting and related activities. Including today's presentation, only 62 such awards have been made since 1919.

Candidates are selected on the basis of active A. G. A. committee work, demonstrated leadership through service as an Accounting Section officer, and authorship of a major written work of interest and benefit to utility accounting, published in a national magazine.

Winner of the **Industrial-Commercial Achievement Award** was Lawrence E. Biemiller, Baltimore Gas and Electric Company.

The award, sponsored annually by Moore Publishing Company honors an individual who has "made an outstanding personal contribution to the gas industry which has enhanced the use of gas for industrial and/or commercial purposes."

In presenting the award, President Ligon said, "Mr. Biemiller has contributed actively to the work of the American Gas Association's Industrial and Commercial Gas Section for many years.

"His trade magazine articles have helped develop a new generation of industrial and commercial gas sales engineers and, as manager of the industrial fuel department of the Baltimore Gas and Electric Co., he has shown the industry what can be accomplished with intensive and successful sales efforts against low-priced competition."

Mr. Biemiller has been active in the Industrial and Commercial Gas Section for 36 years and was chairman of the Section in 1956.

W. M. Moore, United Gas Corp., received the **Beal Medal** of the A. G. A. Operating Section.

The coveted medal, granted for authorship of an outstanding technical paper presented before an Association meeting or printed in the A. G. A. MONTHLY, was last presented in 1956.

Mr. Moore received the award for his paper on "Methods for Improving Accuracy of Present-Day Measurements," which he presented at the 1960 Transmission Conference in New Orleans.

The Operating Section's **Distribution Achievement Award** was awarded to C. P. Xenis, Consolidated Edison Company of New York, Inc.

Donated by the American Meter Co., the award is presented annually to an individual who has made an outstanding contribution to the science and art of gas distribution during the current year, or an outstanding contribution which has gained industry acceptance during the past five years.

President Ligon noted that the Con Ed engineer has made several contributions to the safety, economy and service of gas distribution systems during the past five years.

"His pioneer work in the development of internal sealing methods for the elimination of leaks in cast iron bell and spigot type joints has been outstanding," Mr. Ligon said. These include the so-called "Neverleak" or fill-and-drain method, using a neoprene dispersion, the expanded spring band method, and the fuelling method.

Mr. Xenis described these techniques in papers presented at A. G. A's annual Distribution Conferences in 1957, 1958, 1959 and 1960. All of his techniques have been and continue to be widely adopted throughout the gas industry.

The Operating Section Awards of Merit were presented to 17 gas industry executives and operating engineers during A. G. A.'s 42nd annual convention.

The awards are made annually to individuals for "having faithfully and constructively served the American Gas Industry and made continuous and extensive contributions to further the interests and promote the welfare of the industry and of the public to which it is dedicated."

Receiving the 1960 awards were John V. Adkin, Rochester Gas & Electric Corp.; S. A. Bradfield, Southern California Gas Co.; Erwin C. Brenner, Milwaukee Gas Light Co.; and Keith J. Burnett, United Gas & Fuel Co. of Hamilton, Hamilton, Ont.

Also Dominic F. Cundari, Public Service Electric & Gas Co.; Robert W. Gilkinson, Rochester Gas & Electric Corp.; Clarence B. Glover, United Engineers & Constructors, Inc.; and Harry A. Grassman, treasurer, Inner-Tite Div., Yara Engineering Corp.

Others were George C. Grow, Jr., Transcontinental Gas Pipe Line Corp.; Marvin F. Hall, Ebasco Services, Inc.; Russel W. Hofsess, Cities Service Gas Co.; and Andrew Lovretin, Jr., Public Service Electric & Gas Co.

Also Richard J. Murdy, Consolidated Natural Gas Co.; Frederick Peters, New York State Electric & Gas Corp.; Adolph W. Rauth, Consumers Power Co.; C. S. Spencer, Michigan Consolidated Gas Co.; and Harold S. Walker, Jr., A. G. A.

Home Service Achievement Awards were presented to five gas utility home service directors. The awards are sponsored by McCall's Magazine.

The awards were given to candi-

dates selected on the basis of papers they submitted. Papers were judged in the light of their contribution to the advancement of modern homemaking by promoting the use of gas and gas-fueled equipment.

Winner in the division which included heads of departments of more than five members is Miss Gisele Fortier, home service director, Quebec Natural Gas Corp., Montreal. Her entry, "Home Service Blue Angel," described the organization of a new home service department and its promotional and educational activities. A staff of five bilingual home economists presented the story of gas to 236,758 customers.

In the division covering departments of five members or less, the award went to Miss Mary Lou Crump, home service director, Honolulu Gas Co. Her entry, "Selling and Re-selling the Blue Flame," told the story of a diversified program of gas appliance promotional activities.

Individual awards were presented to three members or heads of home service departments. They included Miss Marjorie Chandler, The Consumers' Gas Co., Toronto; Miss Patricia A. Huff, The Ohio Fuel Gas Co.; and Mrs. Mabel Kay, South Jersey Gas Co.

Safety Achievement Awards were given to 13 U. S. gas utility and pipeline companies.

The awards are made annually to companies with the lowest employee accident frequency rates.

Honor awards were presented as follows:

No. of Employees	*Company*
	Natural Gas Companies
1,501 or more	Baltimore Gas and Electric Co.
501 to 1,500	Metropolitan Utilities District
101 to 500	Nashville Gas Co.
100 or less	Michigan Gas and Electric Co.
	Transmission Companies
1,501 or more	Natural Gas Pipe Line Co. of America
501 to 1,500	Peoples Gulf Coast Natural Gas Pipe Line Co.
101 to 500	American Louisiana Pipe Line Co.
100 or less	Commonwealth Natural Gas Corp.
	Manufactured and Mixed Gas Companies
1,501 or more	Iroquois Gas Corp.
501 to 1,500	Citizens Gas and Coke Utility
101 to 500	New Haven Gas Co.
100 or less	St. Johnsbury Gas Co.
	Liquefied Petroleum Gas Companies
100 or less	Eastern Shore Gas Co.

Festival of flame

(Continued from page 11)

electrical connection, automatically turn signs to full brightness at night.

Bakers Pride Oven Company
New York, N. Y.

Built-In Gas-Fired Charcoal Broiler

Designed to give foods true charcoal taste and appearance without use of charcoal. Broiler is gas-fired. Features permanent-type ceramic coals. Heats to proper broiling temperature in minutes. May be installed in wood cabinet, brick or out-of-doors.

Bell and Gossett Company
Morton Grove, Ill.

Natural Gas-Fired Engine

Gas engine driven liquid chiller. Unit has 60-ton capacity. Applicable for small industrial and commercial air conditioning installations.

E. W. Bliss Company, Canton, Ohio

Pulsation Gas Burners

Nozzle-mixing high pressure burner with pulsation type combustion. Burner explodes the fuel, produces flame temperature of 3300° F, accounting for extremely high efficiency.

Bryant Manufacturing Company
Indianapolis, Ind.

Domestic Gas Air-Conditioning

Home cooling unit simultaneously controls temperature, humidity, cleanliness and air distribution. Designed as an add-on unit for existing gas heating systems. Can be installed outdoors, conserving floor space and vision.

Gas-Fired Dehumidifiers

"Air Dryer" for humidity control in industrial plants. Silica gel bed holds moisture until it can be delivered to an exhaust outlet. Absorption process does not involve cooling by compressed air, water or brine to reduce moisture. Provides simpler operation, greater reliability.

Calcinator Corp., Bay City, Mich.

Smokeless-Odorless Gas Disposer

Unit has been developed to answer all needs of on-the-spot disposal. Couples supremacy of steel-lined primary combustion chamber for trash disposal with ceramic-lined secondary chamber which completely eliminates fumes, odors and smoke.

Caloric Appliance Corp., Jenkintown, Pa.

"Compacto 30" Gas Range

Burner units and oven combined in floor-supported gas range. Features full-size lo-broiler, automatic oven-broiler ignition, waterfall top with dripless edge and "keep-warm" system permitting oven temperatures down to 140°.

Smokeless-Odorless Gas Disposer

"Jetstream" air-flow action draws gaseous combustion products down through gas flames in primary combustion chamber. Weatherproof, can be installed indoors or outdoors.

Carrier Corporation, Syracuse, N. Y.

Large Capacity Air Conditioner

Gas absorption air conditioning for large buildings and industrial establishments. New solution control valve reduces operating costs. Unit is representative of series ranging in capacity from 50 to 1,000 tons. Rapid recovery from low to full capacity is accomplished with new control which also reduces scaling, providing longer life and fewer shut-downs.

Caterpillar Tractor Company, Peoria, Ill.

Natural Gas-Fired Industrial Engine

Engine specifically designed for natural gas operation, gives increased horsepower ratings and greater economy. Used as prime power unit for 150-900 ton air-conditioning compressors and other applications.

Chambers Corp., Chicago, Ill.

Built-In, Twin Gas Ovens

Two baking and roasting ovens placed side-by-side within one outer jacket. Provides greater cooking capacity in easily-installed single package. Equipped with individual controls and clock timer for each oven.

Chicago Combustion Company
Cliffside Park, N. J.

Portable and Built-In Charcoal Type Gas Broiler

Mobile model of charcoal gas broiler can be used with bottled gas or connected to natural gas outlet. Hinged cover opens to large work surface, doubles as weather protector for broiler. Built-in units are mounted in simulated brick and stone facing.

Craftsman Copper Co., Inc.
Costa Mesa, Calif.

Gas Torches

Distinctive flare-type gas lights for patios, parking strips, and other home or commercial uses. Demonstrated in patio area to provide illumination for outdoor gas equipment.

Comfort Products, Inc., Dallas, Texas

Gas Engine Driven Air Conditioner

Central air-conditioner for homes or small commercial establishments. Adaptable to new or existing heating system ductwork. Designed for installation outside of building, suspension from ceiling or as furnace bonnet. Acoustically treated cabinet houses engine, compressor and air-cooled condenser.

Controls Company of America
Milwaukee, Wisc.

"Spark-lite" Burner Ignition

Direct spark ignition for gas appliances. Eliminates need for intermediate pilot light. Built-in components provide safeguard against both flame and voltage failure.

Crown Stove Works, Chicago, Ill.

Custom Contemporary Gas Range

Designed to give custom built-in look but offers installation cost and space saving of a free-standing range. Tailor-made to meet individual requirements and desires. Features fold-down lid which covers top of range and controls when not in use.

Empire Stove Company, Belleville, Ill.

Counter-Flow Central Gas Heating System

Gas heating system with counter-flow and directional-flow heat. Designed to meet need for greater flexibility in central gas heating systems. Sealed combustion chamber eliminates need for chimney or flue.

The Frymaster Corp., Shreveport, La.

"Built-In Counter Kitchen"

Prefabricated "back-bar" assembly consisting of fryer, griddle and hot plate for commercial installations.

Thermostatically Controlled Commercial Griddle

Even heat distribution controlled by griddle thermostat. Equipped with safety pilots and mechanically operated "lifter" which raises hinged griddle plate for easy cleaning and maintenance.

Counter Type Deep Fat Fryer

Features lift-out fry pot for easy cleaning. Completely adaptable to any existing counter equipment, and ventilating system.

2-Burner Hot Plate

Latest, easy-to-clean dual top burners. One burner equipped with automatic temperature control, gives self-regulating flame.

General Controls Co., Glendale, Calif.

Safety Pilot Light

Automatic recycling safety pilot light for standard or low temperature range oven control systems. Hydraulic valve operates a single 150 Btu pilot burner or an auxiliary pilot burner in combination.

Gas Refrigerator Valve

Combination valve for installation on gas refrigerators. Consists of two electronically operated valves combined with gas regulator, gas filter and removable assembly.

High Pressure Gas Valves

Designed for large industrial, high pressure installations. Provides maximum gas flow with minimum pressure drop. Inner valve is completely out of main gas stream.

Joseph Goder Incinerators, Chicago, Ill.

Smokeless-Odorless Gas Disposer

Approved for installation in most rigid air pollution control territories. Foot pedal operates lid. Uses secondary combustion chamber principle to eliminate smoke, odor and fly-ash.

Hardwick Stove Company, Cleveland, Tenn.

Infra-Red Oven

Domestic built-in "MicroRay" oven designed as a separate unit for installation in wall or kitchen cabinet. Infra-red gas burners give fast, sure broiling or barbecuing.

Prototype of Spill-Proof Gas Range

Special design of top turner section prevents boilover of foods from extinguishing flame.

Prototype of thermostatically controlled top burner

Harper-Wyman Company, Chicago, Ill.

All Temperature Oven Control

Provides full range of accurate oven temperatures from 550°F down to 140°F. Lower setting will keep foods warm, ready-to-serve without further cooking. Consists of Cycla-Matic heat control and Range-Lyter automatic pilot for ovens.

Thermostatically Controlled Top Burner

Integral "Flame Selector" feature permits adjustment of maximum flame height to suit size and material of cooking utensil or kind of food to be cooked.

The A. F. Holden Co., Detroit, Mich.

Gas-Fired Radiant Heaters

Luminous wall heat sections employing new methods of black body and reflective radiation. Applicable for space heating, industrial buildings, airport hangars and snow melting.

I.C.E.D., Inc., St. Petersburg, Fla.

Gas Engine Driven Heat Pump

Heating and cooling with a single unit reverse cycle gas engine driven heat pump. Model of unique year-'round climate control system demonstrates performance under operating conditions.

International Register Co., Chicago, Ill.

"Intermatic Roast Guide Timer"

Easy-to-set oven timer automatically computes correct roasting time for type and size of meat to be cooked. Shuts oven off automatically when cooking time is completed.

Linde Company, New York, N. Y.

Oxygen-Natural Gas Flame-Cutting Torch

Capable of cutting through 30 inches of metal in a single pass. New torch has the largest gas flow and widest cutting range of any existing natural gas hand cutting torch. Designed for use in factories, steel mills, fabricating shops and scrap yards.

Steelmaking Furnace Burner

Oxygen-fuel gas burners designed to speed melting of scrap in electric furnace by directing heat flow to slow melting areas. Gives greater capacity from a smaller furnace.

Locke Stove Company, Kansas City, Mo.

Smokeless-Odorless Gas Disposer

Operates on two-stage combustion chamber for immediate disposal of burnable trash. Turn of knob starts controlled combustion process, automatic timer turns the machine off. All odor and smoke are consumed in second chamber before venting into flue.

Lucas-Rotax Ltd., Toronto, Canada

New Type Gas-Fired Combustion Boiler

Completely new concept in domestic heating. Produces heat by pulsating flow of combustion gases. Capable of at least 87% efficiency. Compact and extremely durable. Unit can be installed almost anywhere in home.

Magic Chef, Cleveland, Tenn.

Foldaway gas burner

Fold-down gas burner for counter-top use in home or restaurant. May be used indoors either by itself or as auxiliary for gas range. May be used outdoors with LP-gas. Compact size makes it ideal for limited space areas. No cutout required for fast, easy installation.

The Majestic Company, Inc.
Huntington, Ind.

Gas Char-Grill "Porta Kart"

Double duty portable and built-in Char Grill fits in permanent location under vent-hood in kitchen recreation room or family room. Rolls out easily for use on patio, porch or in the yard as cook-out grill. Mounted on six-inch ball-bearing wheels.

Martin Stamping and Stove Company
Huntsville, Ala.

Smokeless-Odorless Gas Disposer

Designed for residential use, may be installed indoors. Features double combustion chamber. Smoke and odors destroyed by passing through gas flame in second chamber. Features automatic timing, automatic safety shut-off. Special kit available to convert unit for outdoor installation.

Maxitrol Company, Detroit, Mich.

Super-Sensitive Home Heating Control System

Instantaneous and continuous modulation of gas furnace flame completely by electronics. Three part system contains a tiny electronic unit that detects the slightest change in room temperature. In case of power failure, unit has built-in safety features which close down system.

Maxon Premix Burner Company
Muncie, Ind.

High Efficiency Industrial Gas Burner

AIRFLO Burner that obtains proper mixture of air and gas at all firing rates from power driven AIRFLO Mixer. Used for heating make-up air brought into a building or for installation in direct fired ovens. Provides clean burning of fuel without odor. Has 100% automatic shut-off system in case of flame failure.

The Maytag Company, Newton, Iowa

Electronically Controlled Gas Clothes Dryer

Even the most delicate fabrics are protected from over-drying in new gas clothes dryer with electronic control being shown for the first time. Special device detects amount of moisture in load and adjusts for proper drying cycle. Automatically shuts off dryer when desired degree of dryness is attained.

Minnesota Mining and Manufacturing Company, St. Paul, Minn.

Thermoelectric Powered Forced Warm Air Heating System

Introducing commercial application of thermoelectricity for uses other than control

systems. Working model heater fan receives electrical power from a thermoelectric generator. Such heating systems are independent of all outside sources of electricity. Energy to operate fan motor is produced by heat applied to thermocouples.

Minneapolis-Honeywell Regulator Company
Minneapolis, Minn.

Gas Clothes Dryer Modulating Valve

Permits high gas input without danger to even the most delicate fabrics. Hot air discharged from dryer strikes temperature sensor signaling heat requirement to the Modulating Gas Valve which adjusts flame automatically.

Fluid Power Gas Valve

Valve used in commercial-industrial burner systems, meters gas flow in response to changes in temperature or pressure requirements. Available in both on-off and combination modulating and shut-off models.

"Ultra-Vision" Flame Detector

A continuously self-checking flame control. Detects the ultra-violet radiation present in gas flames but is not actuated by radiation of hot refractory. In case of flame failure, detector shuts down operation.

Modern Home Products, Russell, Ill.

Portable Gas-Fired Brazier

Fully portable gas-fired brazier for outdoor use. Features an aluminum upper grill, cast-iron lower grate, and heavy gauge steel body. Comes equipped with lifetime char-rock. Designed to be connected to outdoor gas supply.

Mt. Vernon Furnace & Mfg. Company
Mt. Vernon, Ill.

Combination Space Heater-Cooking Range

Advanced "Kook-N-Heat" gas range circulates heat around oven top, bottom, sides and back from combination oven and heater burner in base of range. Jet tubes for distributing heat are equipped with dampers which can be closed while baking, opened for heating or direct heat for slow simmer cooking on two top burners. Range is equipped with thermostatic control for space heating and oven use.

Norco, Inc., Los Angeles, Calif.

Instantaneous Water Heater

Domestic gas-fired water heater provides hot water instantly as needed. Mounted in wall. Requires no vent connection and draws combustion air directly from outdoors. Eliminates need for storage tank.

"Norcold" Gas Refrigerator

Designed for built-in or free standing installation in hotels, apartments, restaurants. New thin wall insulation provides increased storage capacity.

Prototype Model of "Invisible Flame" Gas Refrigerator

Norge Sales Corp., Chicago, Ill.

Residential Gas Refrigerator

Novel application of gas principle provides efficient, dependable cooling action in modern refrigerator. Gives smooth, silent operation and maintains an even cold temperature. Operates without motor or compressor action.

Residential Gas Range

New range, equipped with radiant burners in vertical broiler, reduces cooking time needed for meats and other oven or broiler prepared foods.

O'Keefe and Merritt Company
Los Angeles, Calif.

"Contempo" Gas Range

New placement of range features provides adaptable gas range that can be mounted on cabinet or hung on wall Oven and broiler are mounted side-by-side at eye level, above four burners. When not in use burners slide back out of sight.

"Ranchero" Cooking Top

Four burners and versatile center ceramic gas-fired barbecue and grill combined in a single drop-in unit. Easily installed in counter or cabinet.

Pan-Pacific Manufacturing Company
Los Angeles, Calif.

Flare-Type Gas Lights

Distinctive flare-type gas lights for patios, parking strips, and similar outdoor uses. Demonstrated in patio area to provide illumination for outdoor gas equipment.

The Patterson-Kelly Company, Inc.
East Stroudsburg, Pa.

Self-Contained, Scalefree Commercial Water Heater

Indirect gas-fired storage water heater with a fluid-to-fluid heat transfer system. Composed of three basic systems in single package: gas burner, forced circulation transfer fluid system, service water system. Electronic controls give safe, quiet, automatic operation.

The Patrol Valve Company
Cleveland, Ohio

Versatile Range Top Burner

Burner has settings as low as 500 Btu, which will simply keep foods warm without further cooking, to 12,000 Btu, when extreme amounts of heat are required. Intermediate settings for slow boiling and simmer cooking. Thermostat may be coupled with unit giving precision temperatures for all range top cooking.

Perfection Division, Hupp Corp.
Cleveland, Ohio

Infra-Red Outdoor Heater

Healthful, sun-like heat rays for warmth and comfort in outdoor areas are emitted from natural gas infra-red burner. Operates independently of air temperature in immediate vicinity. Practical applications include patios, swim pool decks, loading docks, sports arenas, etc.

Philco Corp., Philadelphia, Pa.

Combination Washer-Dryer

Combination domestic washer-dryer featuring modulated heat input to match drying characteristics of fabrics. Available with automatic spark ignition.

Commercial Clothes Dryer

High speed commercial gas clothes dryer designed for use in coin-operated laundry stores. Features selective heat cycle for delicate fabrics and wash-and-wear materials. Equipped with safety magnetic door.

Protection Controls, Inc., Skokie, Ill.

Automatic Burner Supervision Controls

Operational displays of developments in automatic gas burner supervision. Custom control panels with automatic stop/start sequence, combustion supervision of gas-fired ovens, furnaces, boilers and heat-treating systems with as many as 30 burners. Features detection devices which detect burner flame-out and automatically shut-down entire system.

Ready Power, Detroit, Mich.

Latest model gas engine driven air conditioning compressor unit (commercially available).

Rosson and Richards Companies
Houston, Texas

This booth is listed in the Directory as occupied by the Philadelphia Gear Corporation.

Robertshaw-Fulton Controls Company
Richmond, Va.

Thermostatic Oven Control

Low temperature oven control system provides a full range of accurate oven temperatures from 550°F down to "Keep Warm" setting of 140°F.

Automatic Top Burner

Top burner thermostat for domestic gas ranges. Equipped with integral "Flame Set" feature which permits adjustment of maximum flame height to suit size and material of cooking utensil or of food to be cooked.

Red-Ray Manufacturing Company, Inc.
Cliffside Park, N. J.

Infra-Red Gas Burners

High radiation infra-red burners designed for a wide range of applications. Variations include circular burner with hexagonal outline which may be clustered into almost any shape and size, and a double "H" burner for applications requiring higher heat input.

Rheem Manufacturing Company
Chicago, Ill.

30-40-50 Gallon Single Unit Water Heater

Adaptable gas water heater produces 30-40 or 50 gallons of hot water to meet changing needs of home. Results in additional hot water capacity, not simply hotter water. Capacity increased through variable heat input which is adjusted by simple dial control.

Geo. D. Roper Sales Corp., Kankakee, Ill.

"Charm" Gas Range

Eye-level oven and broiler compartments are built above four top burners. Features thermostatically controlled oven. May be hung on wall or mounted on cabinet base.

Counter Type Rotisserie-Grill

Counter top broiler with rotisserie provides barbecuing, vertical broiling and grilling. One cut-out provides easy installation in counter top or cabinet.

Samuel Stamping and Enameling Company
Chattanooga, Tenn.

Built-In Domestic Oven-Broiler

Simple duct system vents all odors and vapors outdoors, prevents heat escaping into kitchen. Built-in exhaust system is powered by drum-type blower. Oven door is ventilated, remains cool when exhaust system is in operation.

Selas Corporation of America
Dresher, Pa.

Gas Jet Burner for Testing Missile Components

Simulated re-entry conditions into earth's atmosphere are achieved by subjecting a target to the blast of a special gas burner. Developed to test missile components and materials, burner produces high velocity, high temperature and high capacity flame.

Gas Combustion Indicator

Visitors can operate control panel showing ability of instrument to accurately indicate changes in heat content of flame, air/gas mixture or make test analysis of flue gas. Device is sensitive to variations as low as 0.2% oxygen and 5 Btu.

A. O. Smith Corp., Kankakee, Ill.

Gas-Fired Swimming Pool Water Heater

Constant water temperature is automatically maintained with heaters designed for any size swimming pool. Can be added to existing pool filter systems. Has self-generating electrical system eliminating need for any wiring or outside supply of electricity.

Solar Aircraft Company, San Diego, Calif.

Natural Gas Turbine Engine

Centrifugal gas compressor fired by natural gas. Designed to utilize high rotating speeds of turbine engine. Significant reductions in size and weight over conventional engines. May be used as drive for generator sets, heating and air conditioning, and in chemical processing operations.

South Bend Range Corp., South Bend, Ind.

Gas Infra-Red Broiler

Revolutionary principle of broiling with direct infra-red heat waves. Exceptionally fast broiling quickly seals meat surfaces, retaining natural juices and full flavors of the meat. Can pre-heat in 30 seconds and requires less fuel than conventional broilers.

Specialties Appliance Corp., Chicago, Ill.

Whirlwind Convection Oven

New concept in baking and roasting cuts cooking time in half and reduces shrinkage by creating "heat eddies" in oven chamber. Absolutely uniform temperature from top to bottom and from side to side. Oven allows greater capacity in compact space-saving unit.

Suburban Appliance Company
Morristown, N. J.

"Hickory-Q" Infra-Red Gas Rotisserie

Counter model commercial infra-red gas rotisserie that cuts cooking time for most meats. Seals in moistness and flavor. Unit has automatic basting spoons.

Automatic Burner Control

Controls system accurately proportions the gas input in accordance with circulating air requirements. In the event of change in heat loss due to outside change or infiltration, thermostat will automatically increase or decrease blower speed and input accordingly.

The Sunray Stove Company
Delaware, Ohio

"DecoRange" Gas Range

Free-standing gas range with custom built-in appearance. Features "center simmer burners" and control which automatically adjusts flame to pre-set cooking temperature. Low temperature oven control keeps foods warm until served, without further cooking.

The Tappan Company, Mansfield, Ohio

"Fabulous 400" Gas Range

New placement of range features provides adaptable gas range that can be mounted on a cabinet or hung on a wall. Oven and broiler are mounted side-by-side at eye level, above four burners. When not in use burners slide back out of sight..

Barbecue Cooking Top

Four burners and versatile center ceramic gas-fired barbecue and grill combined in a single drop-in unit. Easily installed in counter or cabinet.

Temco, Inc., Nashville, Tenn.

Gas Forced Air Heating System

Hermetically sealed counter-flow forced air furnace which features underfloor discharge duct. Duct takeoffs simulate perimeter heating system. Applicable for residential, classroom or small commercial installations.

Tennessee Stove Works, Chattanooga, Tenn.

Double Oven Built-In Gas Range With Infra-Ray Burner

Gas built-in double oven range featuring ceramic infra-ray burner. Efficient micron heat waves cook foods in half the normal time. Uses one-third less fuel. Can be used seconds after turning on. Lower oven has conventional burner with "Flame Master" control for accurate baking, roasting and "keep warm" temperatures.

Vector Engineering Contractors
Dallas, Texas

Gas-Fired Air Conditioner

Instant cooling provided in direct engine-to-compressor drive in gas engine driven air conditioning unit. Applicable sizes for home, commercial and institutional installations.

Waste King Corp., Cleveland, Ohio

Smokeless-Odorless Gas Disposer

Disposes of combustible household wastes without smoke or odor or excessive fly-ash. Utilizes after-burner principle for destruction of smoke and odors in secondary combustion chamber.

Waukesha Motor Company
Waukesha, Wis.

Natural Gas-Fired Engine

Operates on natural gas for use as prime power source for gas air conditioning. Develops 150 horsepower and is suitable for cooling units in the 100-ton capacity range.

Wedgewood-Holly Appliance Company
Culver City, Calif.

"Kare-Free Kook-Center" Gas Range

Engineered to take reach out of baking and broiling and to keep kitchens cool and clean. "Kare-Free Kook-Centers" have "King Size High Broilers" and "Oversize Expandable Baking Ovens." Designed to stand alone or can be built-in simply by removing legs.

Whirlpool Corp., St. Joseph, Mich.

"Blanket-O-Flame" Gas Range

Prototype of new range for residential use demonstrates revolutionary concept.

*Coldspot-Sears Gas Refrigerator**
*RCA Whirlpool Gas Refrigerator**
*New Prototype Gas Refrigeration System**
Combination Washer-Dryer

Modulating gas valve and automatic control system permits higher gas inputs without danger of damaging even the most delicate fabrics. Eliminates timer.

(* Details not available at press time.)

White-Rodgers Company, St. Louis, Mo.

Automatic Control Systems for Gas Appliances

Prototypes of four new appliance control systems are being introduced: A "No Short Cycle" furnace fan control, Automatic Pilot Relight for sealed combustion units, refined "No-Pilot" direct ignition control system for gas dryers, and new modulator and cut-off switch for gas dryers.

American Cast Iron Pipe Company
Birmingham, Ala.

Ductile Iron Pipe

Pipe with fittings and connections illustrate superior strength qualities and high impact resistance of new type of iron pipe.

The American Meter Company
Philadelphia, Pa.

Gas Meters and Natural Gas Odorizer

Temperature compensated domestic gas meter for outdoor installation. Corrects for the temperature of gas, giving index reading directly in cubic feet. Odorizer made up of an elevated storage tank with line pressure on top of liquid allowing odorant to flow downward through a small diaphragm operated motor valve.

Applied Engineering, Inc.
Orangeburg, S. Carolina

Gas Plant

Specially designed liquefied petroleum gas mixing plant for meeting high gas demands and Natural Gas BTU Stabilizer unit. Control boards mounted in adjacent booths allow visitors to actuate devices.

Avery Label Company, New York, N. Y.

Distinctive Pipe Marking Labels

Special hand pressure sensative pipe marking labels placed on the Distribution Display Piping. The special markers are made with

"Perma-Grip" and "Kum-Kleen" for easy placement and removal.

Barton Instrument Corp.
Monterey Park, Calif.

Gas Flow Recorders and Flow Integraters

Two of the latest gas flow recorders and flow integraters are an integral part of the "town border station" exhibit. Each instrument uses a new concept of pressure recording by utilizing rupture proof bellows.

Black, Sivalls & Bryson, Inc.
Kansas City, Mo.

New Gas Measuring Device

Introducing a new concept in metering equipment. Natural gas is measured in pounds rather than cubic feet, eliminating influence of temperature, humidity and other factors in gas metering.

Cameron Iron Works, Inc., Houston, Tex.

Gas "Christmas Tree," 32 inch Main Line Valve

Complex arrangement of valves and pipes used to control flow of gas from well after drilling rig has been removed. Impressive 32 inch natural gas main line valve.

The H. Y. Carson Company
Birmingham, Ala.

Adjustable Bell Joint Clamp

A ductile iron adjustable bell joint clamp which uses neoprene or rubber gaskets. This built-in flexibility of a bell joint clamp allows pipeline expansion, contraction, vibration or movement. (Bell joint refers to the type of connection for joining lengths of pipe together.)

Continental-Emsco Company, Dallas, Tex.

Drilling Tools

Bits which bore deep into the earth for deposits of oil and gas. Fittings used in the drilling process are included.

The Cooper Bessemer Company
Mount Vernon, Ohio

Gas Turbine Compressor

A Pratt and Whitney jet engine is the prime moving source for this unique gas turbine compressor.

Cutler-Hammer, Inc., New York, N. Y.

Gas Calorimeter

Instrument for determining the heating value of natural gas. Has a new electronic recorder with a polyester tank unit, stainless steel burner.

Daniel Orifice Fitting Company
Houston, Tex.

Regulator Station

Package meter and regulator station used in gas distribution are incorporated in the center display area.

The Dresser Manufacturing Division
Dresser Industries, Inc.
Bradford, Pa.

Distribution Type Fittings

Several new distribution type fittings are used in the integrated display in the center mall. Included are "Stab-clad" couplings, "Stop-n-go" fittings and the new Street "T".

The Driam Corp., Manitowoc, Wisc.

Mobile Pipe-Making Mill

Presented for the first time in the United States, a mobile pipe-making mill illustrating a revolutionary principle of making pipe close to the right of way. Mill has built-in ultrasonic testing device. Pipe may be fabricated with mobile unit from 6-inches to 16-inches in diameter.

Fisher Governor Company
Marshalltown, Iowa

Regulating Equipment

Domestic and industrial types of regulators for natural gas. Included are most up-to-date service regulators, house regulators and high pressure, large volume regulators.

Fischer and Porter Company
Warminster, Pa.

Data Processing Unit

A new automatic data processing unit, made up of gas survey recorder, tape translator and an IBM key punch.

General Controls Company
Glendale, Calif.

Gas Measuring Device

A "Gentile" Flow Tube used in distribution of natural gas. Unit uses an impact-type head principle to produce a differential to measure gas flow.

Grove Valve and Regulator Company
Oakland, Calif.

Gas "Christmas Tree," 26 inch Natural Gas Valve

New Valv-Pac "Christmas Tree" used to control gas flow from well. New design permits flexibility in field arrangements of valves. Unit is compact and light weight for ease of installation. Modern 26 inch natural gas main line valve.

Handley-Brown Company, Jackson, Mich.

Pipeline Marker Posts

Signs are mounted on new plastic pipeline marker posts. Posts have a permanent finish, do not corrode, or shatter, have long life, are light and easy to handle. Various operating equipment including curved boxes, cathodic terminal boxes and meter boxes are also shown.

Hughes Tool Company, Houston, Tex.

Drilling Equipment

Tools, fittings and accessory equipment used in drilling for oil and gas.

Levingston Ship Building Company
Orange, Tex.

Offshore Drilling Rig Assembly

A large scale model showing features of offshore drilling work.

Midwestern Pipeline Products Company
Tulsa, Okla.

Pipeline Casing

Underground pipeline casing used to protect pipelines under highways and railroads. Equipped with vent lines.

Mine Safety Appliance Company
Pittsburgh, Pa.

Safety Equipment

Portable oxygen indicator, CO tester, explosimeter, and explosilarm. Other small safety devices and equipment.

Mueller Company, Decatur, Ill.

Distribution Type Fittings

Several type fittings in the distribution display area. These include No-Blo Service Tee, rigid meter bar and various valve tees.

Motorola, Inc., Chicago, Ill.

Communication System

A miniature microwave system. TV camera and monitor installation used in gas transmission and distribution.

National Tube Division, U.S. Steel
Pittsburgh, Pa.

Transmission Pipe

Sections of pipe used for transmission and distribution of natural gas. Integrated in display showing all sizes and types of pipe used in the industry.

Neptune Meter Company, New York, N. Y.

Gas Meters

Demonstrating a new horizontal seam method of meter construction with a completely removable internal assembly unit. Meter has removable index and especially designed parts for longer life.

Northern Natural Gas Company
Omaha, Neb.

Model of Underground Gas Storage Installation

Unusual model showing how gas utilities store natural gas in summer to meet demands of consumers in winter. Complete cycle of returning gas to the ground and withdrawing it when additional supplies are needed is shown in successive stages.

Petrol Valve Company, Cleveland, Ohio

Gas Dust Filter

A new type of filter for removing dust from gas before it enters the customer's meter.

Pipe Line Service Corp., Franklin, Ill.

Coated Pipeline

Illustrating the latest in Bitumen Coating Specifications. Two large diameter pieces of coated pipe. Also, a piece of coated, wrapped and concrete covered pipe used in offshore and marine pipeline systems.

Republic Steel Corp., Cleveland, Ohio

Coated Pipeline

Two pieces of large diameter pipe, coated with new Republic X-Tru-Coat. One piece has coating peeled back, showing successive layers of preservatives from primer coat to outer wrap.

Reynolds Gas Regulator Company
Anderson, Ind.

Displacement Meter

Latest in meter design employs two diaphragms placed at 60-degree angles to each other.

Slide Valve

Versatile new type slide valve uses a revolutionary principle and is expected to find wide application in the gas industry.

Rockwell Manufacturing Company
Pittsburgh, Pa.

Ball Valve and Valve Actuator

Formidable 36-inch steel ball valve with a mounted valve actuator. Also, latest model home gas meter and other operating equipment.

Robertshaw Fulton Company
Richmond, Va.

Engine Control System

New system incorporates automatic start/stop sequence. Has safety alarm and shutdown system. Unit is specifically designed for requirements of natural gas transmission.

Roots Connersville Blower
Connersville, Ind.

Rotary Displacement Meter

Commercial gas meter with high capacity but small size. Uses rotary system rather than diaphragms.

Rossen and Richards Companies
Houston, Tex.

Concrete Coating of Pipe for Underwater Installation

Large diameter pipe used in crossing rivers, underwater, showing heavy coating of concrete used to overcome natural buoyancy of gas filled lines. A second demonstration shows prefabricated concrete clamps which may be used for the same purpose.

H. Rowe Foundry and Machine Company
Martinsville, Ill.

Pipe and Clamps for River Crossing

Special pipe and clamps used to support pipeline in crossing bodies of water such as rivers and bays.

Royston Laboratories, Inc., Pittsburgh, Pa.

Pipeline Coatings

Sections of large diameter pipe with special Royston Pipe Coating, employing the latest in epoxy resin compounds.

M. B. Skinner Company, South Bend, Ind.

Pipeline Leak Sealing

Popular Skinner-SEAL-Punch-It-Tee and a new clamp for sealing leaks at bell joint or in couplings from outside the pipe.

A. V. Smith Engineering Company
Milwaukee, Wisc.

Corrosion Control

Unique, operating, corrosion control unit. Visitors can simulate field corrosion conditions with the model.

A. O. Smith Corporation, Milwaukee, Wisc.

Transmission Pipe

Section of pipe used for transmission and distribution of natural gas. Integrated in display showing all sizes and types of pipe used in the industry.

South Jersey Gas Company
Atlantic City, N. J.

Mobile Communications System

Portable communications equipment is installed in one compact vehicle for immediate and direct link with operating units and headquarters. Provides instant contact with field crews and emergency service units.

Sprague Meter Company, Bridgeport, Conn.

Gas Meters

Aluminum case meters, from the 175 to the Sprague 1000. Designed for wide range of applications.

Tapecoat Company, Evanston, Ill.

Pipeline Coating

Sections of large diameter pipe with special TAPECOAT coating. Connections and pipe fittings are shown with coating applied.

Union Switch and Signal, Pittsburgh, Pa.

Transport Control System

Centralized control center system, wall map, tape punch and logger. Provides singular tape control of an entire pipeline. Incoming data is predigested for presentation to pipeline dispatcher.

Youngstown Sheet and Tube Company
Youngstown, Ohio

Transmission Pipe

Sections of pipe used for transmission and distribution of natural gas. Integrated in display showing all sizes and types of pipe used in the industry.

Ligon

(Continued from page 20)

and restaurant meals in half the time, make outdoor areas as warm as all indoors, and perform dozens of high-speed industrial baking and heat-treating operations.

We have large commercial water heaters which use a new heat-transfer principle and eliminate scaling and corrosion problems.

And our modern gas lights include exotic luau torches, handsome new advertising signs, and automatic models that turn themselves on and off.

Intriguing, too, are these hints of what to expect in tomorrow's appliances:

Flush-top ceramic burners, for range-top cooking without utensils.

Portable gas appliances, which may be plugged into handy convenience outlets.

And "thermo-catalytic" burners, which contain the combustion of gas-air mixtures inside tubes that can be formed into any desired shape for use wherever heat is needed.

More intriguing still are the possibilities suggested by the development of efficient methods of using gas for the direct generation of electric power.

One of these is the thermoelectric method, by which current is produced when one terminal of a thermocouple, or junction of two dissimilar metals, is heated by a gas flame. The second method employs the fuel cell, which generates electricity from a chemical reaction in which gas is a principal ingredient.

These and many other fascinating vistas will open as the gas industry moves farther into its new age of research and development, an age in which we expect to see the industry's technical activities triple within five years.

This year, A. G. A. is spending nearly $2\frac{1}{2}$ million for cooperative research under the PAR Plan. By 1965, we hope to be channeling about $6 million a year into research. This was recommended by Battelle Memorial Institute after a comprehensive study of gas industry research.

Battelle further recommended that total research expenditures of the entire gas industry be steadily increased to at least $14\frac{1}{2}$ million a year by 1965. This would include research spending by manufacturers and gas companies, as well as funds spent for PAR research.

These are big figures, especially in the light of what we've been investing in research in the past. But we're not talking about goals it would be nice to reach. These are goals which independent research experts tell us we must reach just to keep pace with the competition.

Now, let me emphasize that there are many excellent research and development programs being conducted by a number of our manufacturers and gas companies. These vitally important activities are giving us tremendous strength, and they present dramatic evidence of faith in the future of gas. It is hoped these programs will become even stronger and more numerous.

We must increase our encouragement and support of those outstanding manufacturers who, on their own initiative, are improving their products through research, and are aggressively promoting and advertising gas and gas appliances. And we should continue to en-

courage those suppliers and equipment manufacturers who are jointly sponsoring the GEM national advertising program of the Gas Appliance Manufacturers Association.

We also should give encouragement to the large manufacturers who have recently joined us. Their development programs and tremendous advertising power help create greater acceptance for the products of all gas appliance manufacturers, both large and small.

But let's make sure that our selling of gas does not end with advertising and promotion. Changing markets call for changing techniques, and today's market calls for a return to merchandising by the gas utilities. Let me stress that utility merchandising is not and cannot be a substitute for a strong dealer program. In the retailing of appliances to the consumer, however, only the gas utility has the incentive to sell gas. Only the gas utility will put the emphasis on the "top-of-the-line."

Utility merchandising is our one assurance of making the sale at the point-of-sale. A total selling effort such as this—in promotion, in advertising and in retailing—holds the key to the full potential of our residential load.

And finally, as others have said, we must convince every gas producer, utility, pipeline company and manufacturer that the industry's problems are their problems also, that we are a national group of companies with a common purpose—and that purpose is to sell gas.

This matter of preparing for tomorrow brings to mind the words of John Galsworthy, who said, "If you cannot think about the future, you cannot have one." Not only thoughts but specific plans for the future are the direct concern of A. G. A.'s Gas Industry Development Committee.

This year, the G. I. D. Committee has studied and is studying all phases of the gas industry to determine where the industry is going, and to recommend what the industry should aim for in the future —what its goals should be. From these studies will be developed a new industry action program, broader and more far-reaching than ever before.

And if plotting the industry's course is a challenging task, so, too, is the development of greater understanding among the various branches of our industry.

Substantial progress has been made—particularly in the past several years—toward achieving fuller understanding among natural gas producers, pipeliners and distributors concerning mutual problems, including producer regulation and its effects upon the entire industry.

Informal discussions have been going on for some time between representatives of these three branches of the gas business—between men acting as individuals rather than as official delegates from trade associations. It is my belief that in this movement to achieve greater understanding we are seeing the natural gas industry bring itself to a higher state of maturity than it has ever before achieved.

Certainly any discussion of what's ahead for the gas industry must include the matter of long-range natural gas supply.

Despite record sales last year, proved recoverable reserves of natural gas in the United States continued to show an increase over the previous year. These reserves now total 263 trillion cubic feet—and estimates by a number of qualified individuals and agencies indicate the nation's ultimate natural gas resources are at least four to six times that amount.

None of us, of course, is so optimistic as to think that every last cubic foot of this gas can be located, proved and produced at prices the consumer can afford. We need be neither geologists nor economists to see the folly of this thought. But I am fully confident that enough gas will be found, at reasonable prices, to keep this industry in business for a long, long time.

In looking at the supply picture, we also should remember that the gas industry is conducting a vigorous research program, directed toward the development of processes for producing synthetic natural gas, or an equivalent gas, from the oil shales, low-grade coals and other abundant natural resources.

Now, in my earlier references to competition, I have been alluding to the old familiar kind of natural competition we've always faced. This nation leads the world in fuel production and energy use, largely because of the traditionally American freedom of enterprise we have so long enjoyed. Free competition, based upon natural economics, has not only permitted all energy industries to serve the public well, but has helped stimulate the search for, and development of, new fuel sources.

But today, under the guise of establishing a so-called "National Fuels Policy," one energy industry would upset this system of free competition in favor of another system under which fuels and their end use would eventually be controlled by government.

Such control would impair the production, pricing and ultimately the marketing of all fuels. While the damage to our industry would be irreparable, the real loser would be the consumer, who no longer would be free to choose between competing fuels in an open market. I assure you that our industry will fight such artificial restraints with all the strength we can muster.

I feel I must voice one or two additional comments on our industry. My travels this year leave me with the firm conviction that here, in our alert, progressive national, regional and state associations, lies the greatest source of strength—the greatest reservoir of ideas and vision and energy—that this industry has ever possessed.

We can thank our stars, too, that we have such tremendous strength in the Gas Appliance Manufacturers Association—in its energetic and imaginative leadership and in the hundreds of forward-looking manufacturing companies that translate our industry's ideas into the gas appliances and equipment so vital to our future. What a powerful team we make as GAMA and A. G. A. work together toward our mutual objective—greater use of gas.

It has been my privilege this year to be closely associated with the officers and directors of the American Gas Association, and with the many committee chairmen and other A. G. A. members who also are working toward our common goal of building and strengthening the gas industry.

Some of you would be amazed at the time and interest that important, busy people put into the work of our Association. And rarely does anyone refuse to take an assignment.

As many of you will recall, I've often spoken this year on my "Full Speed Ahead" theme, urging that we move forward, with all speed, on programs that can contribute most to gas industry growth. I've even had a big rubber stamp made so I could plug this theme in all my correspondence.

It has been "Full Speed Ahead" for the dedicated men and women serving on our Association's committees. They have been willing to do their full share, offering progressive new ideas, and showing courage to meet great challenges. It is because of their unselfish

and unswerving efforts that we have marched steadily forward.

I have nothing but the highest praise for our Association staff—for the staff of one of the world's largest and most active trade associations, serving some 8,500 members, including gas companies, manufacturers and individuals. Headed by our dynamic and energetic managing director, Chet Stackpole, this staff is an efficient, hard-working group of men and women. They are helping the gas industry increase its usefulness and reach its objectives by doing those things that can be done best or most economically by the entire industry working cooperatively at the national level.

And how fortunate we are to have such a capable organization as the A. G. A. Laboratories conducting our appliance testing programs. Here is clear proof that the gas industry is protecting its customers by regulating itself, adhering to nationally-recognized standards assuring the consumer of the adequate performance, durability and safety of appliances bearing the A. G. A. seal of approval.

Our look-ahead makes it clear that we shall need the cooperation and assistance of every gas association, company and individual whose manpower, womanpower and idea-power will contribute to continued gas industry growth and prosperity.

Moving full speed ahead is always harder than just maintaining momentum, of course.

We know that it's going to take an immense amount of enthusiasm and plain old-fashioned hard work to outdistance the competition.

But if you believe, as I do, that we have a difficult task to perform, you may also think of the tremendous opportunity we have to serve the industry on which you and I have bet our future.

The task is great, to be sure. The need is even greater—and the opportunity is greatest of all. But we who are now looking ahead together are also working together, and I am certain we are equal to the task.

General management

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causes the public relations man represents." He stressed the word "merited."

"A public relations man is *not* a Svengali," Mr. Haagensen said, "nor is the public his Trilby. You can't 'public relate' in a vacuum, and you can't—at least for very long—convince the public you are what they want you to be, when you're *not!*"

The concept of the "corporate image" is a useful one, Mr. Haagensen said, and therefore the phrase is in the language to stay. He defined the corporate image as the "sum total of all our public exposure."

Mr. Haagensen quoted Du Pont's Crawford Greenwalt: "I am convinced personally that most of the current public reservations about business comes from *lack of contact, lack of information,* and *lack of understanding.* I have the feeling that much of the hostility displayed by individuals *against* business and business people might have been averted by closer association."

"This," Mr. Haagensen stated, "is the public relations challenge to business."

Meeting this challenge, he said, is not simply a matter of telling the business story, but of *two-way* communication. Equally as important as the art of talking is the art of listening. In order to achieve rapport with the public, we must know what the public is thinking and feeling, hoping and fearing.

Also, we must recognize that the public is not one huge mass, but is made up of many publics. Among these different publics are employees, neighbors, stockholders, dealers and distributors, customers, suppliers, government, civic organizations, *and* the "general" public.

There are times, Mr. Haagensen said, when all of these publics are involved, but more often the need is to communicate with specific publics.

To achieve effective communication —public relations—Mr. Haagensen offered some practical suggestions. Among these:

Train the salesmen. Every employee may be regarded as a salesman and thus as a public relations man, and should be trained as such.

Assist the press relations man in doing his job by giving him a good story. Too often the boss expects him to secure publication of a story which the boss may want, but which the editor doesn't want or need.

"Your story," Mr. Haagensen said, "*must be news.* It must be just as valuable to the editor in carrying out his responsibility to his readers as it is to the company in building and maintaining its reputation."

Don't hide trouble from public relations people—they can't do their job if you do.

Make PR a policy-level function. That's where it belongs.

Phillips

(Continued from page 22)

ciples based on other standards and criteria, but said it realized any decision it makes will be subject to lengthy court review.

In arriving at a cost of service and rate base for Phillips, the Commission made the following determinations on the major issues:

Rate of return—The FPC allowed an 11 per cent rate of return as "fair" for Phillips, using a 3.2 per cent cost of debt capital and an allowance of 12 per cent for common equity. The Commission also made an allowance in the rate of return to promote continued exploration for and production of gas. However, it said this amount could not be determined by any formula, and that it was reached "by the exercise of our judgment with all the circumstances in mind." The examiner's decision allowed a 9¼ per cent return, while Phillips sought 17 to 18 per cent.

Tax incentives—The Commission did not set forth as a specific item in the cost of service the tax incentives arising from the 27½ per cent statutory depletion allowance and the expensing of intangible well-drilling costs. Phillips claimed it should be allowed as income tax expense the higher amounts it would have paid in income taxes if these benefits had not been available. The FPC noted that the total tax saving amounted to only 6.63 per cent on Phillips' wellmouth properties.

Since a fair return would be higher than this under the contentions of any of the parties, the result is not affected by whether Phillips receives return as a tax incentive or a special allowance, the Commission said.

The company must have a fair return on its well-mouth and all its jurisdictional properties, the FPC declared, adding that: "Therefore, we do not set forth the tax incentives as a specific item in the cost of service, for we are allowing a larger return than permitted by the tax incentives."

Allocation of exploration costs—The Commission adopted a modified Btu method of allocating exploration costs between oil and gas. The method is based on the relative heating value of the oil and gas produced by Phillips during the test year. The FPC said the ratio of gas to oil is about 1 to 6, taking the Btu content of one thousand cubic feet of gas and comparing it with one barrel of oil, the standard measures for the two fuels. Based on Phillips' 1954 field prices, however, the ratio is about 1 to 33, the FPC said. The Commission therefore applied an economic factor to the Btu ratio to correct "its unreality" and to avoid imposing on gas consumers costs which should be borne by oil consumers—but at the same time to require gas to bear its proper share of costs. This allocation resulted in a cost relationship of about 1 to 24 for Phillips, but the FPC stressed that these relationships might be different in other proceedings under different circumstances.

Effect of increases in purchased gas costs—The FPC accepted Phillips' contention that it should be permitted to adjust its purchased gas costs to reflect the higher prices it will have to pay for gas it buys from other producers because of its own rate increases resulting from these proceedings. Under escalation provisions in Phillips' contracts, its cost of gas rises automatically if it is allowed to increase its rates.

Acreage to be included in rate base—The FPC, citing the necessity for producers to acquire additional reserves, permitted Phillips to include in its 1954 rate base certain amounts representing undeveloped offshore leases held by a subsidiary as well as other undeveloped leases, even though there was no production. It ruled similarly on the inclusion of certain producing leases even though they produced only minor revenues. The Commission said this was not sufficient grounds to exclude them, because reserves often are obtained and properly held for future needs for reasons beyond the producer's control.

The two rate increase proceedings which the FPC left open involve possible future adjustments following final determination of rate increase proposals by two pipeline purchasers. Phillips based these two increases, together totaling slightly more than $2 million per year, on clauses in its contracts which permitted it to raise its rates in proportion to the purchasers' increases. Since the pipeline companies' rates are now being collected subject to refund, the final determination of Phillips' rates must await FPC or court disposition of the two pipeline cases.

Chairman Jerome K. Kuykendall and Commissioners Frederick Stueck and Arthur Kline participated in the Phillips opinion, although Commissioner Kline concurred in part and dissented in part. Commissioner Paul A. Sweeney, who took office July 15, did not participate. The FPC has one vacancy at the present time.

Commissioner Kline concurred in the dismissal of the proceedings, but not in the cost of service determined for Phillips. He concurred also on the conclusion that the traditional rate base method is neither "administratively practical or economically sound" in determining the rates of any individual producer, but that it can be used in this case.

Although Commissioner Kline concurred in most of the allocation methods and some of the rate-making principles adopted, he dissented vigorously to the method of allocation of exploration costs "and to certain of the other rate-making principles and findings contained in the opinion." He said, however, that the methods he advocated would not affect the outcome of the case.

Commissioner Kline said also that he considered the policy statement "entirely too vague and inadequate," but that he joined in it "solely because it represents action rather than inaction." He indicated he would express his views more fully on the various issues relating to regulation of independent producer rates at some future time.

Operating

(Continued from page 30)

gas company could be blamed, rightly or wrongly, for the loss.

To drive home his points, Mr. Croghan described typical case histories involving an imaginary company, the Affable Gas Company, serving the city of Euphoria in the state of Utopia.

Through prompt action by Affable people, including dispatchers, claims investigators, executives, service men, clerk, photographer, lawyer, court reporter, outside experts, witnesses, and the company director of public relations, the company in nine out of ten cases is cleared of blame. Affable's relations with the community remain cordial.

In his talk, Hall M. Henry, president, NEGEA Service Corporation, said:

"Management has full responsibility for safety just as it carries the full responsibility for all other phases of a utility's operations. The costs for a poor safety record reflect upon the earnings just as surely as do the costs for inefficient production, distribution, sales or accounting practices and procedures. Management may delegate, as it must, to different people the actual execution of company policies and responsibility with respect to safety and these other company operating activities.

However, in the area of safety, management must do more than delegate responsibility—it must be an active partner if not the actual directing force on safety.

"The reason that safety must be treated differently by management is that safety is an *attitude or state of mind,* and the proper attitude toward safety must be engendered from the top. Top management must show that it is truly interested in safety and that safety is not to be treated lightly.

"Thanks to active participation by top management in safety, the gas industry today enjoys a favorable record and can now obtain adequate insurance coverage at reasonable rates. Unsafe acts are costly and good management is interested in eliminating excessive costs."

Mr. Henry pointed out that poor safety performance can result not only in excessive insurance and damage claim costs, but in public relations and legislative repercussions.

"What can or should top management do in carrying out its responsibility on safety?" Mr. Henry asked.

"Management can begin by recognizing that it and it alone has responsibility. By doing this it will cease giving lip service, and begin to *think safety.*"

Industry news

ASME publishes ASA pipe thread standards

AMERICAN *Standard Pipe Threads (Except Dryseal), B2.1-1960,* and *American Standard Dryseal Pipe Threads, B2.2-1960,* have been approved by the American Standards Association and published by the American Society of Mechanical Engineers. The previous edition of B2.1 was approved as an American standard by ASA in 1945. It contained standards for dryseal pressure tight joints that are now published as B2.2.

The standard for pipe threads (except dryseal) covers specifications, dimensions, and gaging for taper and straight pipe threads, including certain applications. There are 19 tables and six appendixes.

Copies of *American Standard Pipe Threads (Except Dryseal), B2.1-1960* and *American Standard Dryseal Pipe Threads, B2.2-1960* are available at $3 for the former and $3.50 for the latter from the American Standards Association, Department PR 186, 10 East 40th St., New York 16, N. Y., and the American Society of Mechanical Engineers, 20 West 39th St., New York 18, N. Y.

Three subcommittees were organized to develop standards. The subcommittee on the installation of consumer-owned gas piping and gas equipment on industrial premises, with Robert A. Modlin as chairman, will use as the basis for initial work A. G. A.'s Information Letter 90, *Proposed American Standard for Consumer-owned Gas Piping and Equipment on Industrial and Commercial Premises.*

A second subcommittee on the installation and operation of gas atmosphere generators will have as it chairman, Raymond G. Crawford, Chase Brass and Copper Company. Up for initial consideration by this subcommittee is the "Proposed Information Letter on A. G. A. Recommended Good Practices Requirements for the Installation and Operation of Gas Atmosphere Generators." Both information letters were prepared by the Industrial Gas Practices Committee of A. G. A.

On the grounds that the scope and personnel of the new sectional committee were better suited to the development of revisions of the existing American Standard Requirements for Installation of Gas-burning Equipment in Large Boilers, Z21.33-1950, the Z83 committee voted to establish a third subcommittee. Transfer of this American standard from ASA Sectional Committee Z21 is expected shortly. James P. Dresen, of The Pueblo Gas and Fuel Company, was appointed chairman of the subcommittee.

Although representation on the Z83 committee is not complete, it is expected to include 11 distributors (public utilities), 13 general interest parties, six manufacturers of industrial gas equipment, and six users of such equipment.

Secretary of the sectional committee, Ralbern H. Murray, of A. G. A., has announced 1961 meeting dates for Mr. Modlin's subcommittee on January 11, Mr. Dresen's on January 12, and Mr. Crawford's on January 13. All meetings will be in New York, N. Y.

Rochester, Columbia cited

IN THE 20TH annual report survey sponsored by *Financial World,* a national weekly magazine, first place awards consisting of "oscar-of-industry" trophies have been awarded to Rochester Gas and Electric Co., Rochester, N. Y., and to The Columbia Gas System, New York, N. Y. The Rochester utility won first place for the best stockholders' annual report, and Columbia was selected for the best security analyst yearbook of the natural gas industry. Awards were presented in New York.

Florida-Georgia Gas Association reorganized; J. T. Bills is president

J. T. Bills

D. B. Sprow

REORGANIZATION of the Florida-Georgia Gas Association has been completed, and the new group has adopted a comprehensive promotional program. The new association, The Florida Natural Gas Association, is composed exclusively of privately owned and municipal natural gas distribution systems in Florida.

The president of the association, John T. Bills, has explained that one of the reasons for the reorganization was that Georgia gas utilities had not been active in the original association for a number of years. Another reason for reorganization, he said, was to bring into the association in active capacities the top executives of the natural gas utilities in Florida.

The new charter establishes three classes of members—corporate, associate, and affiliate. Corporate members must be natural gas distribution systems, and each member must accredit as its official representative in the association an executive of policy-making rank. Directors and officers are elected exclusively from among these members.

A technical conference and an equipment conference were created in the new association. Corporate members can accredit only junior executives and supervisory employees to the technical conference, which is charged with conducting training programs for operation, distribution, sales, and accounting during each year.

The equipment conference is composed exclusively of manufacturers supplying appliances and equipment to the natural gas industry and professional groups that furnish technical services. Each conference will have its own chairman, vice chairman, and secretary, but all of their activities will be subject to approval of the board of directors.

At the reorganization meeting, held recently in Orlando, Fla., the board of directors adopted this initial program:

To oppose any effort to have the 1961 Florida legislature increase the present 1½ per cent state tax on the gross receipts of public utilities to 3 per cent and to oppose any effort to have the legislature enact a general law empowering Florida counties to franchise public utilities in unincorporated areas of the counties and to collect from them franchise and utility taxes based on revenues.

To support any officially sponsored move to extend Florida State gross receipts tax to LP-Gas and fuel oil dealers and to support any move that may be sponsored officially to change the name of the Florida Railroad and Public Utilities Commission to Florida Public Service Commission.

The new association also plans to see what can be done to halt the practice of Florida railroads that charge high fees for gas mains run under their rights of way and annual fees for inspecting such installations.

Through permanent committees, the association will also sponsor public relations, promotional, and educational programs.

Officers of the new association besides Mr. Bills, who is vice president of Peoples Gas System, include Dwight B. Sprow, executive vice president, The Houston Corp., vice president, and Harry H. Phipps, manager, commercial and industrial air conditioning sales, The Houston Corp., secretary-treasurer.

Directors include Mr. Bills; Mr. Sprow; T. F. Hearth, municipal gas department of St. Petersburg, Fla.; J. K. Roberts, Florida Public Utilities Co.; Kimbel W. Pofahl, Gainesville Gas Co.; Jesse R. Lowe, Central Florida Gas Corp.; A. H. Gaede, Florida Home Gas Co.; E. L. Smith, Palatka Gas Authority; G. B. Bennett, Houston Texas Gas and Oil Corp.; C. F. Taylor, Clearwater Utilities Department; J. H. Smith, Lake City Natural Gas Utility System; and W. Harold Duguid, Jacksonville Gas Corp.

Other corporate members who joined in the reorganization include Gulf Natural Gas Corporation of Ocala and Panama City, Southern Gas and Electric Corp., and City Gas Company of Florida.

The Houston Texas Gas and Oil Corporation's pipeline to Florida was completed last year, and virtually all underground distribution systems in the state have been converted to natural gas. Some 25 municipalities are in various stages of progress toward the creation of municipal systems.

Rockwell reorganizes international operations; Bowman heads new division

ROCKWELL Manufacturing Co., Pittsburgh, Pa., has announced the reorganization of its international operations into one new division. The reorganization is considered another step in a program designed to meet the needs of company growth objectives.

The new International division will be headed by Gilbert T. Bowman, who has been vice president—meter and valve export division. W. T. Kiehl, assistant to the executive vice president, has been named assistant vice president. He will have functional responsibility for the financial control of the departments in the division.

The new division will include operations of Rockwell International, S.A., headquartered in Geneva, Switzerland; the Canadian manufacturing plant, located in Guelph, Ontario; and sales operations for all of Canada and of the company's West German plants at Hamburg and Munich, Germany.

Mr. Bowman joined Rockwell in 1939 as a sales engineer. He was named San Francisco district sales manager in 1954 and sales manager—gas products in 1952. He was appointed general products manager in 1954 and assistant vice president—meter and valve division in 1956 and was elected to his most recent position in 1959.

Mr. Kiehl began his career with the Pittsburgh-DuBois Company (which was acquired by Rockwell in 1947) in 1932 as an accountant. He was named secretary and assistant treasurer in 1936, office manager in 1947, and general manager in 1951. He was named to his most recent position in 1954.

Pacific Lighting increases capacity; Hornby opposes proposed pipeline

A LUNCHEON for about 600 guests was recently held in Los Angeles, Calif., to commemorate initial deliveries of natural gas to southern California through a recently completed 1,400-mile pipeline constructed by Transwestern Pipeline Co., Houston, Texas.

Participating in ceremonies sponsored by the Los Angeles Chamber of Commerce were Robert A. Hornby, president, Pacific Lighting Corp.; William K. Warren, chairman of the board, Transwestern Pipeline Co.; William B. Bennett, chief counsel, California Public Utilities Commission; and Ben Ramsey, Lieutenant Governor of Texas.

Noting the importance of this second major source of supply of natural gas for southern California, Stephen C. Bilheimer, vice president of the Los Angeles Chamber of Commerce, said that more than 75 per cent of the gas used in homes and industries in southern California is imported from sources out of the state. The initial deliveries from the new Transwestern line amount to 300 million cubic feet of gas per day, constituting an increase of 25 per cent over the more than 1.1 billion cubic feet of out-of-state gas coming into southern California.

Mr. Hornby said at the luncheon, ". . . before too long, if all goes well, this new source will bring daily importation of gas to a new peak of 1.5 billion cubic feet."

In a recent separate statement, Mr. Hornby joined F. M. Banks, president of Southern California Gas Company, a subsidiary of Pacific Lighting, in expressing opposition to a proposed $225 million natural gas pipeline from Texas through Mexico to California to supply Southern California Edison Company. Mr. Hornby said that his company had looked at an almost identical project about three years ago and had turned to larger, more reliable sources in the U. S. and Canada. In the proposed project the bulk of gas would come from U. S. sources to be supplemented by some gas from Mexican fields. A defect of the project, according to Mr. Hornby, is the high city gate cost.

Mr. Banks said on the subject, "The effect of such a project would be to destroy the balance in the operations of the certificated gas companies by removing a portion of the load-balancing industrial market. Historically, this balance has enabled the gas companies . . . to maintain household gas prices at the lowest possible level."

J. K. Horton, president of Southern California Edison, said of the pending construction in a recent announcement, "When consummated, this project will not only make a substantial contribution to our company's efforts to minimize smog, but will also constitute an economically attractive and stable fuel supply for use in the steam-electric generating stations which provide electricity for our four and a half million customers. . . ."

Industrial facilities register quickly locates Midwestern suppliers

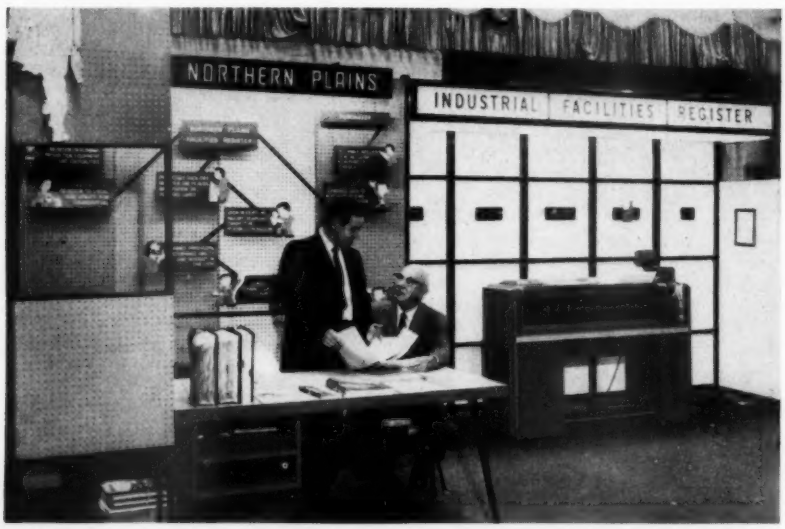
THE NORTHERN Plains Industrial Facilities Register, an area development program sponsored by 23 Midwestern utilities, was recently displayed to the public for the first time at the Midwest Business Opportunities Exhibit in St. Paul, Minn.

Inaugurated by Northern Natural Gas Co., Omaha, Nebr., the facilities register lists the manufacturing capabilities of firms in the Northern Plains. It works like this:

Major cities in Northern's market area have been surveyed to determine manufacturing potential, and this information has been transferred to punched cards in Northern's headquarters. The availability of the register has been made known to companies from coast to coast by personal contact and national advertising.

A firm in need of a certain part or assembly can call Northern for assistance in locating a manufacturer in the Midwest who can perform the job. By running the cards through a business machine, Northern can promptly provide the names of suppliers.

Working in conjunction with Northern in this project are Central Electric and Gas Co., Central Natural Gas Co., Council Bluffs Gas Co., Interstate Power Co., Iowa Electric Light and Power Co., Iowa-Illinois Gas and Electric Co., Iowa Power and Light Co., Iowa Public Service Co., Iowa Southern Utilities Co., Kansas-Nebraska Natural Gas Co., Metropolitan Utilities District, Michigan Wisconsin Pipe Line Co., Minneapolis Gas Co., Minnesota Natural Gas Co., Minnesota Valley Natural Gas Co., Nebraska Natural Gas Co., North Central Public Service Co., Northern Illinois Gas Co., Northern States Power Co., Northwestern Public Service Co., Peoples Natural Gas Division, and Superior Water Light and Power Co.



Jack Bullington (l.), industrial development supervisor for Northern Natural Gas Co., Omaha, Nebr., explains the Northern Plains Industrial Facilities Register to Robert M. Kerr, of Washington, D. C. Mr. Kerr is chief, products expansion division, of the U. S. Department of Commerce

Northern Natural in merger

DIRECTORS of Northern Natural Gas Co., Omaha, Nebr., and Permian Basin Pipeline Company at separate meetings recently gave preliminary approval to a merger, subject to approval of stockholders of both companies and regulatory and governmental agencies.

Northern presently owns 93.2 per cent of the common stock and 57.9 per cent of the preferred stock of Permian.

Pipeline companies merge

NATURAL Gas Pipeline Company of America, Chicago, Ill., has taken over the assets and operations of Peoples Gulf Coast Natural Gas Pipeline Company. Both companies own long-distance supply lines and are subsidiaries of The Peoples Gas Light and Coke Co., Chicago. Eskil I. Bjork, chairman of Peoples Gas, said that combining these companies makes possible more flexible operation and certain economies in administration.

Robertshaw facilities opened

ROBERTSHAW-FULTON Controls Co., Richmond, Va., has officially opened two new separate facilities in Pennsylvania. The company's new Thermostat division manufacturing plant is located at Youngwood, Pa., and the Eastern Research Center is at King of Prussia, Pa.

The thermostat plant, which consolidates under one roof the Robertshaw-Fulton facilities previously located at Youngwood, Irwin, and Scottsdale, Pa., provides 360,000 square feet of working space.

The research facility, located near historic Valley Forge, has 18,000 square feet of laboratory, test, and office space for approximately 50 employees.

Plan IGU conference attendance

THE 30TH anniversary conference of the International Gas Union has been scheduled to be held in Stockholm, Sweden, June 27 through 30, 1961. Among many papers to be presented there, two of special interest are "Transportation, Storage, and Distribution of Liquid Methane," by Great Britain and "Underground Storage of Gas," by the Union of Soviet Socialist Republics.

To make it possible for conferees from the U. S. to attend, A. G. A. is tentatively investigating the feasibility of chartering an airplane for the round trip. Two plans are expected to be offered, each permitting four weeks in Europe—one proposes attendance at the conference at the end of the trip and the other attendance at the outset. The dates of the former trip would include June 3 through July 2, 1961; the latter would include June 24 through July 23, 1961.

According to current regulations of the Civil Aeronautics Board, such a charter trip would be open only to members of A. G. A. who were in good standing at least six months previously or by December 24, 1960. Those planning to attend should be members in good standing at that time.

British see American cooker at 'Olympics'

Discussing the Magic Chef Fold-away at the annual British Food Fair and cooking Olympics are Margaret Spader (l.), Gas Appliance Manufacturers Association; Robert N. Anderson, U. S. Embassy in London; Paul Willis, Grocer's Manufacturers Association; Frank Castelli, Moore and Company

Southeastern Gas Association elects Yarbrough

T. W. YARBROUGH became president of the Southeastern Gas Association during the final day of the group's 22nd annual meeting in Raleigh, N. C. Mr. Yarbrough has succeeded Clifford B. Ewart.

Other officers elected were William R. Wise, first vice president; C. E. Ziegler, second vice president; and Edward W. Ruggles, secretary-treasurer.

New members of the board of directors include Howard P. Wilkinson, W. Hughes Boland, and Earl Kightlinger.

More than 225 gas men from the Southeastern states attended the convention.

Report FPC rates average

BONI, Watkins, Jason and Co., New York, N. Y., economic and management consultants, have concluded from a recently prepared tabulation that rates established for natural gas by the Federal Power Commission in its recent "Statement of General Policy" do not differ significantly on the average from the prevailing U. S. rate. The study has shown that while some of the area price levels established by the FPC exceed the price actually paid for gas by interstate pipelines in 1959, other area ceilings fall below the 1959 average. For the U. S. as a whole, the area price level established by the FPC would have resulted, if applied in 1959, in an average U. S. price of 13.52 cents per Mcf. The actual average for the areas covered was 13.89 cents per Mcf.

The consultants have also prepared a comparison of the cost allocation techniques adopted by the FPC in its Phillips decision, with the techniques suggested by the various parties to the proceeding. This is entitled "A Comparative Summary of Views on Cost of Service in the *Phillips* Case."

The above-mentioned items are available from the firm, 80 Pine St., New York 5, N. Y.

LP-Gas subsidiary formed

TRANSCONTINENTAL Gas Pipe Line Corp., Houston, Texas, has formed a wholly owned subsidiary to build and operate a $63 million common carrier pipeline to transport liquefied petroleum gas in interstate commerce.

E. Clyde McGraw, president of Transcontinental, has been named president of the subsidiary, and Robert L. Topper has been appointed executive vice president to assist him.

Trans-Southern Pipeline Corporation is expected to be in operation by November, 1961, with an initial daily capacity of 60,000 barrels of LP-Gas. Maximum pipe diameter of the proposed system will be 12 inches.

The new pipeline will transport LP-Gas from the Gulf Coast into the southeastern states. No pipeline now provides such service to this area. Originating at Mont Belvieu, Texas, near Houston, the line will extend 1,080 miles to Danville, Va. A 215-mile spur will be built from Atlanta, Ga., to the Georgia-Florida state line. In general the Trans-Southern line will follow the route of the corporation's system through Louisiana, Mississippi, Alabama, Georgia, and the Carolinas.

Highlights of cases before the Federal Power Commission

Bureau of Statistics, American Gas Association

Certificate cases

● **Algonquin Gas Transmission Co.** has filed an application to construct a 6,000 horsepower compressor station at Stony Point, N. Y., at an estimated cost of $2.5 million. The proposed facilities would be used to deliver an additional 14.8 million cubic feet of natural gas daily to 10 existing customers.

● **Atlantic Seaboard Corp.** has been authorized to construct nearly 20 miles of loop pipeline in Virginia and Maryland to increase the capacity of the Cobb-Baltimore pipeline during the 1960-1961 heating season.

● **El Paso Natural Gas Co.** has been granted a permanent certificate to install and operate an additional 6,800 horsepower at its Goldsmith compressor station and to construct and operate facilities at its Goldsmith purification and dehydration plant. These facilities, with a combined estimated cost of $3.9 million, will provide an additional capacity of 58 million cubic feet of natural gas daily.

● **Hope Natural Gas Co.** has been granted temporary authority to replace eight obsolete 1,000 horsepower steam engine units at its station in Jackson, W. Va., with three 440 horsepower and one 660 horsepower compressor units of modern design, at an estimated cost of $1 million. (Declining volume of gas produced in the area makes feasible a lower compressor capacity.) In another certificate case, Hope was given authority to replace 20 miles of 12-inch pipeline with 20-inch pipe in West Virginia at a cost of about $2.1 million to obtain better use of the delivery capacity of the Fink-Kennedy storage pools.

● **Mountain Fuel Supply Co.** has been authorized to build 20 miles of loop pipeline and a 2,640 horsepower compressor station and to replace about 13 miles of small-diameter pipe with larger-diameter pipe at an over-all cost of $3.1 million. These facilities will increase sales capacity by nearly 20 million cubic feet of natural gas per day.

● **Natural Gas Storage Co.** has been authorized to drill two injection-withdrawal wells and to construct appurtenant facilities at a combined cost of about $2 million. These facilities will increase maximum withdrawals from the Herscher and Cooks Mills storage fields by 75 million cubic feet of natural gas per day.

● **Northern Natural Gas Co.** has filed an application for authority to construct 64 miles of pipeline and other natural gas facilities at a cost of around $3.7 million. These facilities would be used to sell natural gas on a firm basis to Reserve Mining Company at Silver Bay, Minn., and to Iron Ranges Natural Gas Company for resale in Silver Bay and Two Harbors, Minn.

● **Texas Eastern Transmission Corp.** has filed an application for authority to construct 66 miles of pipeline loops between Texas and New Jersey and to install an additional 33,710 horsepower in four existing compressor stations at an over-all cost of $17.6 million. These facilities would increase total sales capacity by about 51 million cubic feet of natural gas daily to 17 existing customers. In another case, the company has been granted authority to construct and operate a 7,500 horsepower compressor station at a cost of about $2.5 million.

● **United Gas Pipe Line Co.** has sought approval of a budget-type application to facilitate new direct industrial sales during 1961. The proposed facilities would not exceed a total cost of $750,000, and separate projects would be limited in cost to a maximum of $200,000.

Rate cases

● **Kentucky-West Virginia Gas Co.** has received approval of a proposed settlement of a rate proceeding under which a requested $1,821,000 annual wholesale increase would be reduced by about $600,000 a year. The higher rates, which affect two wholesale customers serving markets in Kentucky, West Virginia, and Pennsylvania, have been in effect, subject to refund, since October 29, 1959.

● **Natural Gas Pipeline Company of America** and the affiliated Peoples Gulf Coast Natural Gas Pipeline Co. have had their wholesale natural gas rate increases, amounting to a total of $4,200,200 per year, suspended until March 1, 1961, when they may be put into effect, subject to refund. The latest suspensions raise the total to seven suspended increases for both companies. (The filings were based on larger plant investment, higher gas costs, and increases in salaries and wages. A need for a 6¾ per cent rate of return was also cited.)

● **United Fuel Gas Co.** has agreed to refund a total of $3.5 million in settlement of four natural gas rate increase proceedings. The settlement approved by the commission will accrue to nine wholesale customers in Kentucky, Ohio, Pennsylvania, and West Virginia. The four increases have been in effect, subject to refund, for varying periods of time between July 14, 1957, and April 4, 1960, and amount to a combined total of $23,411,300. (FPC investigation indicated the company's cost of service exceeded revenues.) Not included in the settlement is a fifth rate increase application totaling $14,614,000 annually.

SUMMARY OF INDEPENDENT GAS PRODUCER RATE FILINGS—AUGUST, 1960

	Number	Annual Amount
Tax rate increases allowed without suspension	4	$ 6,843
Other rate increases allowed without suspension	36	489,225
Rate increases suspended	63	693,832
Total rate increases	103	1,189,900
Tax rate decreases allowed without suspension	—	—
Other rate decreases allowed without suspension	1	1,512
Total rate decreases	1	1,512
Total rate filings (all types)	807	
Total rate filings acted on from June 7, 1954, to August 31, 1960	49,136	
Rate increases disposed of after suspension (during month)	43	2,362,706
Amount allowed	—	2,071,301
Amount disallowed	—	—
Amount withdrawn	—	291,405
Rate increases suspended and pending at end of month	3,377	$168,715,804

SUMMARY OF PIPELINE COMPANY RATE FILINGS—AUGUST, 1960

	Number	Annual Amount
Increases under suspension at beginning of month	116	$465,299,100
Increases suspended during month	1	Indeterminate
Increases disposed of after suspension	3	5,009,400
Amount allowed	—	3,835,500
Amount disallowed	—	1,173,900
Amount withdrawn	—	—
Increases allowed without suspension	3	597,100
Increases suspended and pending at end of month	114	$460,289,700

Among other FPC actions: **Natural Gas Pipeline Company of America** has been authorized to acquire and operate all of the facilities owned by its affiliate, **Peoples Gulf Coast Natural Gas Pipeline Co.** Both companies are wholly owned subsidiaries of **The Peoples Gas Light and Coke Co.** The merger is expected to result in greater flexibility of operation and to permit economies in accounting, administration, and financing of construction.

Presiding Examiner Frazee has filed a decision dismissing an application by **Tennessee Gas Transmission Company** proposing the importation of up to 204 million cubic feet of Canadian natural gas daily on an interruptible basis. The denial was based upon failure to report a market for the proposed importation of natural gas, lack of a contract indicating the proposed purchase price to be paid for the gas, and failure to prove the importation is in the public interest and is required by public convenience and necessity.

Alaskan independents find gas

THE first commercial gas field to be discovered by independents in the history of Alaska has been announced by Alaska Oil and Mineral Company, Halbouty Alaska Oil Company, and King Oil Company. It is the first commercial well of any kind to be discovered by independent oil drillers in 60 years in the 49th state. The well has been tested and has an open flow of 80 million cubic feet per day of dry gas from perforations between 4,992 to 5,020 feet.

The new field, to be called the West Fork gas field, is located on the Kenai Peninsula 16 miles east of the Union Oil-Ohio Oil gas field and six miles south of the Soldatna oil field, of Richfield and Standard of California. A gas pipeline is being built by the Alaska Pipe Line Company from the Kenai fields to Anchorage, Stennard, and other installations. The line will be within three miles of the West Fork gas field and will be completed in early 1961.

Ground broken for South Carolina atomic plant

THE VIRGINIA Electric and Power Co., Richmond, Va., recently joined with three other investor-owned power companies for ground-breaking ceremonies at the Southeast's first atomic power plant at Parr, S. C.

Virginia Electric and Power Company, Carolina Power and Light Company, Duke Power Company, and South Carolina Electric and Gas Company joined together in 1956 to form the Carolinas-Virginia Nuclear Power Associates. The four companies have worked with the U. S. Atomic Energy Commission since that time to establish an atomic power plant in their service area. The Parr plant is scheduled to go into operation in 1962.

ANPA reports pre-holiday appliance promotion

DAILY newspapers have completed plans for what will probably be the biggest pre-holiday appliance promotion in the nation, it has been reported by the bureau of advertising of the American Newspaper Publishers Association.

The bureau said 336 newspapers in 257 markets in the U. S. and Canada have planned to participate in the second annual campaign on the theme, "Make Your Home Happier with a New Appliance." It is scheduled to take place November 14 through 26, 1960, in most of the participating markets.

Cooperating with the newspapers in the local drives will be appliance dealers and gas and electric utility companies, as well as banks, department stores, and other local businesses. Appliance manufacturers, the bureau said, have expressed interest in the promotion as a means of increasing public interest in appliances and stimulating pre-Christmas sales volume.

A. G. A. lists publications, mats, and promotional materials for November

HOME BUREAU

- **One-color certified mat, Blue Star symbol,** one-inch. 10 cents each. Cat. no. 75/K.
- **One-color certified mat, Blue Star symbol,** one-and-a-half-inch. 10 cents each. Cat. no. 75a/K.
- **One-color certified mat, Blue Star symbol,** two-inch. 10 cents each. Cat. no. 75b/K.
- **Two-color, Blue Ribbon baked mat, Blue Star symbol,** one-inch. 75 cents each. Cat. no. 76/K.
- **Two-color, Blue Ribbon baked mat, Blue Star symbol,** one-and-a-half-inch. 75 cents each. Cat. no. 76a/K.
- **Two-color, Blue Ribbon baked mat, Blue Star symbol,** two-inch. 75 cents each. Cat. no. 76b/K.
- **Electrotype, Blue Star symbol,** one-color, one-inch. $2. Cat. no. 77/K.
- **Electrotype, Blue Star symbol,** one-color, one-and-a-half-inch. $2. Cat. no. 77a/K.
- **Electrotype, Blue Star symbol,** one-color, two-inch. $2. Cat. no. 77b/K.
- **Electrotype, Blue Star symbol,** two-color, one-inch. $4 per set. Cat. no. 78/K.
- **Electrotype, Blue Star symbol,** two-color, one-and-a-half-inch. $4 per set. Cat. no. 78a/K.
- **Electrotype, Blue Star symbol,** two-color, two-inch. $4 per set. Cat. no. 78b/K.
- **Solid Gold Kitchen.** Reprint from *McCall's* magazine. 12 cents each. Cat. no. 79/K.
- **Blue Star home plastic plaque.** $3.25 each, postpaid. Cat. no 80/K.
- **Blue Star home ashtrays.** 50 cents each, postpaid. Cat. no. 81/K.
- **Blue Star home rules,** with 72-inch blade. $1.20 each, postpaid. Cat. no. 82/K.
- **Realty Man Emil Hanslin Finds a New Idea to Make Houses More Saleable.** Reprint from September issue of *House & Home.* 10 cents each. Cat. no. 83/K.
- **Round Table Report on the Use of Gas in Tomorrow's House.** Reprint from October issue of *House & Home.* 10 cents each. Cat. no. 84/K.
- **Reprint from October issue of** *Good Housekeeping* magazine. Seven and a half cents each. Cat. no. 85/K.

ACCIDENT PREVENTION

- **Everything Under Control,** by A. G. A. A film emphasizing the importance of job planning and job briefing in safe and efficient gas distribution operations. On loan, free, from A. G. A. film library; otherwise, $30 per copy.
- **Flame Propagation,** by the U. S. Department of the Interior, Bureau of Mines. The demonstrations in this film on flame propagation and the hazards associated with the misuse of explosion-proof or permissible electrical equipment are based on scientific research by government and industry. $20 a week, for preview; $30 a week, for rental; $200 per copy. Cat. no. 48/AP.
- **Review of Employee Fatal Injuries in the Gas Industry during 1959,** by A. G. A. To members—first copy, free; next 50 copies, 20 cents each; next 50 copies, 15 cents each; all additional copies 10 cents each. To non-members—first copy 25 cents; all additional copies 20 cents each.
- **Gas industry posters,** Sixth Series (1960). $1.25 per set. Cat. no. 38a/AP.
- **Keep It Neat, Clean, and Orderly,** Safety Flipchart 11. $13 each; 2 to 10, $11.50 each; more than 10, $10 each. Cat. no. 36A/AP.
- **Demonstration Profiles,** by 1960 Home Service Committee. Revision of home service publication, *The Home Service Demonstration.* 15 cents each. Cat. no. 19/H.

RESEARCH

- **Continuous Production of Natural Gas Supplements from Natural Gasoline and Petroleum Distillates in a Tube Furnace,** by W. G. Bair and H. R. Linden. Research Bulletin 27. $5 each. Cat. no. 48/OR.

COMMERCIAL PROMOTION

- **Gas Goes to School.** Promotion booklet. 30 cents each. Cat. no. 49/C.
- **When You Plan to Build a School.** Promotion booklet. Five cents each. Cat. no. 50/C.

STATISTICS

- **Quarterly Report of Gas Industry Operations,** Second Quarter, 1960. By subscription, $1 per year. Cat. no. 64/S-2.
- **Monthly Bulletin of Utility Gas Sales,** July, 1960. By subscription, $1 per year. Cat. no. 60/S 7.
- **Gas Data Book,** 1960 edition. Summary of *Gas Facts.* One copy, 50 cents; each additional copy, 25 cents. Cat. no. 6f/S.

OPERATING

- **Supplement Two (May, 1960) and Supplement Three (September, 1960) to Bibliography on Underground Storage.** Free. Cat. no. OP-59-4.

INDUSTRIAL AND COMMERCIAL

- **Volume Food Frying Equipment,** by E. S. Mack. Information Letter 117. First 25 copies, free; 26 or more copies, 25 cents each. Cat. no. 106/I.
- **A. G. A. Recommended Good Practice Requirements for the Installation and Operation of Gas Atmosphere Generators.** Information Letter 118. First 25 copies, free; 26 or more copies, 25 cents each. Cat. no. 107/I.

PREMIUMS AND PRINTED MATERIALS

- **Motion Pictures and Slide Films on Gas Available through the American Gas Association.** Booklet. One or two copies, free; three or more copies, 25 cents each. Cat. no. 36/GD.

Personal and otherwise

Nichols joins Ebasco Services as chief consultant

LINDLEY K. NICHOLS has joined the management consulting division of Ebasco Services, New York, N. Y., as chief consultant.

Before joining Ebasco, Mr. Nichols was manager of management engineering studies for the Radio Corporation of America at its headquarters in New York. Previously, he headed his own financial consulting firm.

Before that, Mr. Nichols spent 20 years with the Socony Mobil Oil Company, where he had executive responsibilities for the firm's systems and methods operations. He headed the planning group responsible for that company's move to its new headquarters. This was one of the largest corporate moves in recent New York history.

Mr. Nichols holds degrees from New York University. He also has been an instructor at the university's school of commerce. In his new capacity he will be engaged in both facilities and industrial planning for Ebasco as a special consultant on management engineering problems.

Philip B. Sheehan appointed as assistant to director of A. G. A. PAR program

PHILIP B. SHEEHAN has joined A. G. A. as assistant to the director of the PAR plan. S. F. Wikstrom directs the program.

Prior to his recent appointment, Mr. Sheehan was coordinator of advertising and promotion at the southeastern division of Caloric Appliance Corporation. Before that, he served Caloric in the capacity of divisional representative to utilities and builders in the south-Florida area.

Mr. Sheehan attended Providence College and received the degree of bachelor of arts in philosophy at St. Mary's College, St. Mary, Ky. He studied on the postgraduate level at New Mexico State University.

He is a reserve officer in the U. S. Army and has served on active duty as an instructor at the White Sands missile range.

Acker elected chairman of board at Central Hudson; Sillin becomes president

DIRECTORS of Central Hudson Gas and Electric Corp., Poughkeepsie, N. Y., have elevated Ernest R. Acker to chairman of the board. Mr. Acker had been president for 28 years.

Named to succeed him as president was Lelan F. Sillin, Jr., vice president since 1955. Mr. Acker will continue as chief executive officer.

The directors also promoted John Wilkie to vice chairman of the board and Jack A. McEnroe to treasurer. Mr. Wilkie had been treasurer since 1934. Mr. McEnroe had been assistant treasurer since February, 1960.

Mr. Acker joined the company in 1919 and has been a director since 1926. He is a former president of the Edison Electric Institute and of A. G. A.

Conoco executives named to posts in foreign and exploration departments

THREE executives of Continental Oil Co., Houston, Texas, have been appointed to key positions in the company's foreign and exploration departments.

J. S. Royds, administrative vice president and general manager, domestic exploration department, has filled the newly created position of vice president and exploration manager for the company's foreign exploration and production department.

W. O. Ham, Jr., general manager of Continental's southwestern region, has been appointed general manager of the domestic exploration department, with headquarters in Houston. He has succeeded Mr. Royds.

Harold R. Prescott, assistant general manager, foreign exploration and production department, has been promoted to the newly created position of assistant manager, domestic exploration department. He will continue to have headquarters in Houston.

Plank retires at Delaware Power and Light; Hyer becomes chief executive officer

HARVEY H. PLANK, chairman of the board of directors of Delaware Power and Light Co., Wilmington, Del., has announced his retirement, effective October 1, 1960. Frank P. Hyer, president and general manager, has been elected chairman of the board and chief executive officer to succeed him. Austin T. Gardner, vice president and secretary, has been elected president and has become a director.

A graduate of Clarkson College of Technology, Mr. Plank has spent his entire business career in the utility field. He joined the company in 1943.

The directors have also announced that Harold W. Clift, vice president in charge of gas and electric operations, has been assigned additional responsibilities for the company's construction program, which was formerly under the direction of vice president Ralph B. Richardson, who has entered retirement.

Also elected were James W. Mackie, comptroller, to vice president in charge of accounting; William A. Hibbert, treasurer, to secretary and treasurer; Henry J. Perkner, assistant comptroller, to comptroller; William M. Gamble, auditor of general accounting, to succeed Mr. Perkner; and Joseph M. Regelski, assistant treasurer, to assistant secretary and assistant treasurer.

Grove Lawrence elected president of new Pacific Lighting exploration subsidiary

G. Lawrence

H. L. Bosshard

GROVE LAWRENCE, 35-year veteran of the natural gas business, has been elected president of Pacific Natural Gas Exploration Company, newly formed subsidiary of Pacific Lighting Corp., San Francisco, Calif. The new firm will develop natural gas reserves, principally in the mid-continent and Rocky Mountains, for future use in southern California, where three public utility subsidiaries of Pacific Lighting operate.

Also elected officers of the firm are Stuart T. Peeler, vice president and secretary, and Harry L. Bosshard, treasurer and assistant secretary. Mr. Lawrence, Mr. Bosshard, and Joseph D. Peeler have been elected directors. Thomas A. Johnson, former gas reserves engineer with Pacific Lighting, has been named field manager.

Mr. Lawrence, a graduate of Stanford University, joined Southern California Gas Company in 1925 as an engineer. He successively held the positions of superintendent of transmission; superintendent of production and transmission; general superintendent of gas manufacture, compression and storage; assistant to the vice president; and vice president. He was transferred to Pacific Lighting as vice president in 1958 and will continue in that post.

Mr. Bosshard previously was staff assistant in the treasury and tax department of Southern California Gas. He is a graduate of the University of California at Los Angeles, with a degree in economics.

Pacific Natural Gas Exploration will explore for gas reserves jointly with a subsidiary of Southern Union Gas Company.

Ashby and King elected at Stone and Webster

G. C. King

C. A. Ashby, Jr.

CHARLES A. ASHBY, JR., and George C. King have been elected vice presidents of Stone and Webster Service Corp., New York, N. Y.

Mr. Ashby has been head of the firm's rate department since 1945 and has testified as an expert witness, on behalf of utility clients, before regulatory commissions in several states and Canada and before the Federal Power Commission. He first joined Stone and Webster in 1926 in the company's office in Boston, Mass., and shortly thereafter went to Blackstone Valley Gas and Electric Company as a rate engineer and power sales representative. He is an engineering graduate of Georgia Institute of Technology.

Mr. King has been a sales consultant for the corporation since 1954, having previously served as sales manager for Boston Edison, Brockton Edison, and El Paso Electric companies. He is a graduate of the U. S. Naval Academy.

Eskew is Bryant vice president, engineering head

R. K. Eskew

ROBERT K. ESKEW has been appointed as vice president and director of engineering of Bryant Manufacturing Co., Indianapolis, Ind. He assumed his new duties October 15, 1960.

Mr. Eskew was formerly with the Arkla Air Conditioning Corporation where he was vice president and director of engineering. Prior to that he had been since 1928 associated with Servel, Inc., where he held important positions in sales, manufacturing, and field engineering. When Arkla purchased the air conditioning division of Servel in 1957 he served in a consulting capacity with Arkla before going to Houston, Texas, to become president of York-Houston, a subsidiary of York Corporation.

Mr. Eskew is noted as one of the nation's pioneers in the development of absorption systems for year-round air conditioning. Bryant also pioneered in this field, having introduced its gas-fired air conditioner several years ago.

A native of Boonville, Ind., Mr. Eskew is a widower. His son, Robert II, is a sophomore engineering student at Purdue University. He has a daughter, Ellen, aged 13.

Philip Anderson elected to Arkla research post

PHILIP ANDERSON has been elected vice president in charge of research and development for Arkla Air Conditioning Corporation at its plant in Evansville, Ind.

Dr. Anderson has been serving as chief engineer for Arkla in its research and development program since rejoining the firm a year ago. He has succeeded R. K. Eskew, who has resigned to accept employment elsewhere in the industry.

Dr. Anderson is widely known in the field of gas air conditioning development and engineering, having served in various capacities with Servel, Inc., from 1936 through 1956, and is credited with nearly a score of patents that have contributed to the improvement and development of gas refrigeration and year-round air conditioning.

Following Arkla's purchase of the All-year air conditioning division of Servel in 1957, Dr. Anderson returned to the Evansville plant where he had spent so many years. In the interim he served as director of development for Carrier Corp., Syracuse, N. Y.

Hamilton named vice president exploration subsidiary

A. F. Hamilton

A. F. HAMILTON has been elected vice president and general manager of Texas Gas Exploration Foreign C. A. The company is the wholly owned foreign operations subsidiary of Texas Gas Exploration Corp., Houston, Texas.

Mr. Hamilton, former assistant vice president of Renwar Oil Corporation, has established offices of the subsidiary in the Anglo American Building, Calgary, Alberta, Canada.

For nearly 22 years prior to his recent election Mr. Hamilton had been employed by Renwar in oil and gas production as a production and drilling engineer, as chief engineer, and as assistant vice president. He is a graduate of the University of California.

Rockwell promotes Northcutt

J. W. NORTHCUTT has been named assistant vice president and manager of the petroleum and industrial meter division, Rockwell Manufacturing Co., Pittsburgh, Pa. He was formerly an assistant vice president in Rockwell's municipal and utility division.

Mr. Northcutt joined Rockwell in 1937 as a sales engineer.

Sorby 'gets the boot'

E. Carl Sorby (l.), vice president, Geo. D. Roper Sales Corporation, will walk with the Blue Flame in these boots (hand-tooled by Hyer Boot Company) presented to him by Harrison F. Johnson, president, Union Gas System, Independence, Kans.

Sorby elected institute trustee

E. CARL SORBY, vice president of Geo. D. Roper Corp., Kankakee, Ill., has been elected to the board of trustees of the Institute of Appliance Manufacturers, Washington, D. C.

The veteran sales executive will join 11 other prominent appliance men in furthering the interests of appliance manufacturers, distributors, and dealers. The trustees have been elected to two-year terms.

Mr. Sorby has held many posts in the LP-Gas Council and is on its board of directors. He travels over a quarter of a million miles a year promoting the advantages of gas and gas cooking.

Mobile Gas elects Stubbs

C. F. Stubbs

CHARLES F. STUBBS has been elected president and chief executive officer of Mobile Gas Service Corp., Mobile, Ala. Mr. Stubbs, who was also named a director of the corporation, has succeeded Kenneth R. Teele, who has resigned to devote his time to other interests.

B. D. Williams has become chairman of the board of directors. He had been executive vice president and treasurer and a director of the corporation.

Edward B. Jackson, assistant treasurer of the utility, has been promoted to the office of treasurer.

Continuing in their present positions are Marion R. Kays, Jr., vice president in charge of operations, and Sam M. Johnston, secretary.

Gaty elected a vice president at Philadelphia Electric

L. R. Gaty

LEWIS R. GATY has been elected as vice president in charge of engineering and research of Philadelphia Electric Co., Philadelphia, Pa. He had served as vice president of research and development since 1956.

Mr. Gaty has spent his entire business career in the utility industry. After graduating from Cornell University with an electrical engineering degree, he joined Philadelphia Electric as a junior engineer, successively progressing through positions of responsibility.

He has been active in the field of nuclear power development as a vice president of High Temperature Reactor Development Associates, as vice president and a member of the technical and engineering committee of Atomic Power Development Associates, and as a member of the technical and engineering committee of Power Reactor Development Company.

Carnegie elects Evans

T. H. EVANS has been elected president of Carnegie Natural Gas Co., and Apollo Gas Co., both of Pittsburgh, Pa. He has succeeded Harlan H. Pigott, who has retired after serving as president since 1953.

Modine's Perkins retires

C. T. PERKINS, president since 1948 of Modine Manufacturing Co., Racine, Wis., has announced his retirement, effective September 30, 1960.

A. G. Dixon, executive vice president, has been elected to succeed him.

Names in the news—a roundup of promotions and appointments

UTILITIES

Philadelphia Electric Co. has announced two promotions in its customers accounts division. **Joseph F. McCahon** has been named manager to succeed **John J. Natale,** retired, and **E. Howell Evans,** has succeeded Mr. McCahon as assistant manager. Mr. McCahon has been with the company since 1931, Mr. Evans since 1927. Mr. Evans at the time of his appointment was office manager at Coatesville, Pa. In the firm's residential and commercial sales department, **Bruce Fearn** has been appointed supervisor to succeed **Paul J. Blanc,** retired. **Roland V. Bowes** has been appointed manager of the Coatesville commercial office. **Francis X. Boyle** has been named general supervisor of credits and collections, and **Francis A. McGrath** has become collection supervisor for the utility in north Philadelphia.

Raymond W. Lindberg has been appointed superintendent of display for Michigan Consolidated Gas Co. The company also has named **Harold R. Lauer** as supervisor of the builder management division.

South Jersey Gas Co. has announced three promotions. **C. L. Silvius,** former superintendent of operations for the Atlantic City division, has become general superintendent of operations for the company. He will work under the direction of **William A. Gemmel,** who directs finance, operating, and commercial functions of the company. **George T. Weist,** former superintendent of distribution, has succeeded Mr. Silvius. **Coleman J. Kindle,** former assistant to the manager of operations in the general office, has become superintendent of distribution.

Tilden Cummings, president and director of the Continental Illinois National Bank and Trust Company of Chicago, Ill., has been elected a member of the board of directors of Northern Natural Gas Co. His election adds an eighth director to the board. Mr. Cummings is a graduate of Princeton University and the Harvard Graduate School of Business Administration.

James M. Holley has been appointed assistant manager of the air conditioning department of Western Kentucky Gas Co. He was formerly on the staff of Gas Light Company of Columbus, Ga., and has had more than seven years' experience in gas air conditioning in design, engineering, and sales.

Clarence J. Lytle has been elected as treasurer of Hope Natural Gas Co. and The River Gas Co., and **William C. Scranage** has been appointed to succeed him as assistant treasurer-accounting of the companies. Mr. Lytle has succeeded **B. E. Bridge,** who retired October 1, 1960, after 44 years of service. Mr. Lytle began his career with Carter Oil Co. in 1924. Mr. Scranage became a Hope employee in 1940 after attending Salem College. He served in the FBI and the U.S. Army Counter-intelligence Corps during World War II.

Joe W. Zodrow, Jr., has been promoted to the position of general sales consultant in the general sales department of Oklahoma Natural Gas Co. He was formerly a representative in the Tulsa, Okla., district sales department.

Allan P. Good has been elected assistant controller of Northern Indiana Public Service Co. He has succeeded the late **Irving E. Fasan,** deceased. Mr. Good has spent a 34-year career with the company as statistician and special accountant. Since 1955 he has been manager of the special accounting and budget department.

J. Robert Delaney, former manager of the gas sales division of The Cincinnati Gas and Electric Co., has been promoted to the new post of manager of the gas department. He joined the company in 1919 and was supervisor of the hotel and restaurant division before becoming manager of gas sales. **Stanton T. Olinger,** assistant to Mr. Delaney, has been placed in direct charge of the gas sales department, and **Robert W. Alexander,** supervisor, gas engineering division, has become assistant manager of gas operations. Mr. Olinger joined the firm in 1930, Mr. Alexander in 1924.

John C. Booth, Jr., certified public accountant, has been appointed as comptroller for Rio Grande Valley Gas Co. His appointment follows 12 years of employment by Magnolia Petroleum Co., where he was in accounting, auditing, and research. He received his degree in accounting from Louisiana State University in 1948.

Five promotions in the gas department of Pacific Gas and Electric Co. have been announced. **Kenneth B. Anderson,** former general superintendent, technical services, has become manager, pipeline operations, succeeding **Ralph S. Nabors.** Mr. Nabors has become field supervisor of Pacific Gas Transmission Co., an affiliate that will own and operate the Idaho-Washington-Oregon portion of the 1,400-mile Canada-California natural gas pipeline. **Roscoe D. Smith** has been advanced from general superintendent, transmission and distribution, to manager, gas system design. **Edward F. Sibley** has moved up to manager, gas distribution from his former duties as supervising administrative engineer. **Robert W. Brooks,** northern division superintendent, pipeline operations, has become supervising administrative engineer.

Roy E. Adams has been named director of purchases for Equitable Gas Co. He is a member of the National Association of Purchasing Agents.

MANUFACTURERS

Scientific and Process Instruments division, Beckman Instruments, has announced the appointment of **William S. Bierbaum** as product line manager. Prior to joining Beckman in 1957 as a field sales engineer, he was an industrial engineer with Eastman Kodak Co. In another development, **Harry H. Bauer** has been appointed Midwestern regional sales manager for the division. He has been with Beckman since 1953, serving as field sales engineer and, subsequently, as process sales engineer. **James E. Tebay** has been appointed as training manager for the division. Prior to this, he was product line manager for the division's line of electrochemical instruments. He joined Beckman in 1956.

William F. Gulley has been named assistant regional manager in the Western region for the meter and valve division of Rockwell Manufacturing Co. He had been San Francisco, Calif., district manager for the meter and valve division. He joined Rockwell in 1947 and was promoted to district manager, Seattle, in 1951 and to his most recent position in 1955. **Nelson E. Davenport** has been named to succeed Mr. Gulley in San Francisco. Mr. Davenport joined Rockwell as a sales engineer in 1950 and was named assistant product manager-gas products in 1955 and export sales manager for meter and valve products in 1957. He most recently served as assistant to the vice president of petroleum and industrial sales. **James Dvoracek** has been named Mid-

western regional manager for the meter and valve division. He joined Rockwell in 1956. He had been sales manager of Climax Controls division, Black, Sivalls, and Bryson, for nine years before joining Rockwell.

Henry A. Porterfield has been appointed manager-advertising and sales promotion, Chapman Valve Co. He was formerly with Ohio Injector Co., where he was advertising manager and district sales manager.

Gary Wayne Grove, a graduate in business administration from the University of Richmond, has joined the Robertshaw-Fulton Controls Co. as a tax accountant in the company's executive offices in Richmond, Va.

Robert W. Paul has been appointed to sales administration supervisor for RCA-Whirlpool appliances for Whirlpool Corp. Mr. Paul will assist **Harper Dowell,** general manager sales and distribution, and **Robert Lewis,** manager distributor development, in franchising, organizing, and planning for distributor management and procedure. Mr. Paul has succeeded **Gerald B. Harvey,** who recently accepted a new position as sales training representative. Mr. Paul joined Whirlpool as assistant supervisor of employee services in 1950.

OTHER

The association of **Theodore M. Chubb** with H. Zinder and Associates, consultants, and his appointment as director of the firm's Pacific Southwest division, has been announced by **H. Zinder,** president. Mr. Chubb has been chief engineer and general manager of the department of public utilities and transportation for the City of Los Angeles, Calif. He has been with the city since 1946. Prior to that he was chief engineer and assistant secretary, Pacific Lighting Corp.; Western area chief, Office of War Utilities, War Production Board; senior engineer, California Public Utilities Commission; and special representative, Pacific Gas and Electric Co. It has also been announced that H. Zinder and Associates is opening permanent offices in Los Angeles.

Arthur H. Oesterheld has been appointed manager of systems and procedures for Texas Gas Transmission Corp. Prior to his association with Texas Gas he was assistant comptroller for the New Haven Railroad. He received degrees of bachelor of science and master of commercial science from Dartmouth College.

D. E. Killam, Jr., has been appointed manager, land department, for Texas Gas Exploration Corp. He joined the corporation in 1957 as district landman at Lafayette, La. Prior to that he was in the land department of Sohio Petroleum Co.

Don S. Willhelm has been named chief engineer for the Trans-Southern Pipeline Corp., a wholly owned subsidiary of Transcontinental Gas Pipe Line Corp. He has been a member of the firm's engineering staff since 1950. He was most recently senior engineer in charge of special projects involving the operating departments of Transcontinental.

Boyd L. Sykes and **Bernard N. Barnes, Jr.,** have been named chief draftsman and assistant chief draftsman, respectively, in the transmission division of Lone Star Gas Co. Mr. Sykes has replaced **F. E. Prudhomme,** who retired recently after serving with Lone Star for nearly 29 years. The new chief draftsman joined Lone Star's transmission division drafting section in 1934. He held positions of senior draftsman and sectional supervisor before becoming assistant chief draftsman in 1959. Mr. Barnes started his Lone Star career in 1943 as a member of the transmission division drafting section. He was named a senior draftsman in 1955 and design draftsman in 1959 and was a sectional supervisor before assuming his new position.

Clifford P. Cleland has been appointed lease and right-of-way agent by New York State Natural Gas Corp. **Harry B. Cheesman** has been named lease and right-of-way supervisor for the Northern division. Mr. Cheesman began his service in 1946 as a field clerk. He was appointed leaseman in 1954. Mr. Cleland joined the corporation in 1952 as a leaseman and was promoted to superintendent, lease-north, this year.

OBITUARY

Fred C. Kellogg

president of Pioneer Service and Engineering Co., Chicago, Ill., died September 27, 1960, at his home in Madison, Wis., after a short illness. Mr. Kellogg was a partner in the Madison accounting firm of Kellogg, Houghton and Taplick.

From 1934 to 1941 Mr. Kellogg was chief of the division of liquidation of the Federal Deposit Insurance Corporation, in Washington, D. C. In 1941 he became associated with Standard Gas and Electric Company and acted as principal consultant to the chief executive of that company. From 1942 to 1947 he was president of Public Utility Engineering and Service Corporation, predecessor of Pioneer Service and Engineering.

Surviving are the widow, former Frances Nichols; six children; and nine grandchildren.

Donald F. Kurtz

manager of the rate and standard practice division of Philadelphia Electric Co., Philadelphia, Pa., was among those killed in the Boston harbor plane crash October 4, 1960. He was 61. Mr. Kurtz was returning from a two-day meeting of Edison Electric Institute's rate research committee that was held in Boston.

An electrical engineering graduate of Pennsylvania State University, he joined the local utility in 1922. Virtually his entire career was spent in a supervisory capacity with the rate and standard practice division, of which he was appointed manager in 1957.

Mr. Kurtz is survived by his widow, the former Alice M. Loeswick, and two children.

CONVENTION CALENDAR

1960

NOVEMBER

14-16 •American Petroleum Institute, Annual Meeting, Chicago, Ill.

14-17 •National Hotel Exposition, New York Coliseum, New York, N. Y.

15-16 •Natural Gas Pipeline Institute, Court Room, Court House, Liberal, Kans.

18-22 •Air Conditioning and Refrigeration Institute, Annual Meeting, Hollywood Beach Hotel, Hollywood, Fla.

28-30 •A. G. A.-Edison Electric Institute Electronics Seminar, The Claridge Hotel, Atlantic City, N. J.

•American Society of Heating, Refrigerating and Air Conditioning Engineers, Semi-annual Meeting, Chase-Park Plaza Hotels, St. Louis, Mo.

DECEMBER

5-9 •A. G. A. Gas Air Conditioning Sales School, Nationwide Inn, Columbus, Ohio.

13-14 •National Safety Council's Public Utilities Section, Executive Committee, Statler Hilton Hotel, New York, N. Y.

1961

FEBRUARY

9-11 •A. G. A. Home Service Workshop, Cleveland-Sheraton Hotel, Cleveland, Ohio.

13-14 •Second Biennial Mid-Pacific Gas Merchandising Conference, Hawaiian Village Hotel, Honolulu, Hawaii.

13-16 •American Society of Heating, Refrigerating and Air Conditioning Engineers, Semi-annual Meeting and Exposition, Chicago, Ill.

23-24 •A. G. A.-Pacific Coast Gas Association Public Relations Workshop, Benson Hotel, Portland, Ore.

Personnel service

SERVICES OFFERED

Gas Engineer—of major utility. Three years' diversified field and staff chemical engineering experience. Work includes: research, gas conditioning, analysis, etc. Married. Will relocate. Excellent knowledge of west. Detailed resume on request. **1997.**

Industrial Sales Engineer—nine years' experience promoting the sale of industrial gas with established natural gas utility. Thoroughly familiar with boiler conversions, industrial process heating and commercial gas applications. Responsible, married, family, age 33. Degree in Mechanical Engineering. Resume and references upon request. **1998.**

Management Engineer—graduate engineer with ten years experience with natural gas distribution company including administration, engineering, operating and construction phases. Age 35. Will relocate with utility or consulting firm. **1999.**

Marketing Management—Product Development—twenty years sales executive, service management and administrative experience national GAMA membership corporation. Ten years wholesale distributor gas appliances assures knowledge dealer development and related promotional and merchandising activities. Currently marketing consultant. Seeking gas industry re-association offering challenging opportunity and growth potential. Will relocate. Salary open. **2000.**

Corrosion Engineer—B.S. degree in Electrical Engineering. Ten years supervisory. Diversified experience with transmission and distribution companies in engineering, design and construction. Resume and references on request. Age 38. **2001.**

Construction Engineer-Superintendent—experienced in construction of heavy steel and concrete structures. Marine wharves, steel bridges, pipelines, petroleum storage tanks, pumping stations, and maintenance thereof. Capable of assuming full responsibility from inception to completion of project. Will relocate. **2002.**

Sales Management and Marketing—Successful and productive accomplishment for 20 consecutive years in sales executive and service management areas with same leading national GAMA member corporation. Engineering background combined with creative sales-promotion and advertising ability, plus extensive sales management and administrative responsibilities provides exceptional experience background. Currently marketing consultant. Seeking gas industry reassociation offering challenging opportunities and growth potential. Available as consultant during proof-demonstration period or as full-time staff member. Complete resume on request. Salary open. Will relocate. **2003.**

Management—recent vice president and general manager of natural gas utility. Twenty-four years in management, public relations, engineering, distribution, transmission, sales and service. Living in Mid-west. Married, three children. **2004.**

POSITIONS OPEN

Gas Promotion Engineer—engineering degree with at least two years' experience in the industrial, commercial and central house heating, air-conditioning and miscellaneous appliances, covering gas sales, engineering, supervisory installation and service. Must be thoroughly experienced in preparing heating and air-conditioning surveys and selling gas equipment for the promotion of gas sales, on the Northwest gulf coast of Florida. Starting salary $496-$598 per month. Maximum age, 35. Send full resume. **0952.**

Manager—Service Department—compact gas appliance manufacturer requires at its California facility experienced man, preferably with absorption refrigerator background. Positions also available for service engineers in Los Angeles, Chicago, Detroit, Dayton and New York City. Send resume with experience and salary requirements. **0953.**

Supervisor of Plant Records—responsible for all property records, including supervision of maintenance of catalogs for plant and retirement units and general supervision of department. Knowledge of FPC Uniform System of Accounts for both gas and electric, with emphasis on electric. Prefer college graduate with specialty in accounting. Six years' accounting experience, at least two years' supervision. CPA certificate desirable, not required. **0954.**

Home Economist—Supervisory vacancy for woman to head modern Kitchen Planning Center. Qualifications are a degree in Home Economics and experience in working with customers and builders in all phases of kitchen and laundry planning. Excellent salary and employee benefits. Submit complete resume of education and experience. Location, Great Lakes area. **0955.**

Economics or Rate Engineer—excellent opportunity to work with vice president of medium-sized public utilities consulting engineering firm (NYC) which is expanding steadily. Must be interested in economics and finance, and adaptable to learn all phases of the public utility business including distribution system and transmission design, sales, finance, supervision of construction, rate making, economics, special operating problems, etc. Should have from three to eight years operating experience with a public utility, or equivalent experience in consulting engineering. Pension and profit sharing plans. Send resume and salary requirements. **0956.**

Supervisor-Fluid Flow Research—to provide advice and guidance on problems and applications to the operating divisions, and advise and make recommendations on plans and policies for utilization of fluid flow phenomena throughout the corporation. Salary $14,500. Age, under 45. **0957.**

Sales Manager—for electric and gas water heaters with one of the large manufacturers. Salary $15,000 to $20,000. Age 35 to 45. **0958.**

Gas Distribution Superintendent—for 30,000 meter industrial area. Degree and some engineering experience are desirable. Strong supervisory ability necessary. Location, midwest. All replies will be held in confidence. **0959.**

Division Manager—New natural gas pipeline and distribution company seeks a division manager to handle all phases of operations for about 300 miles of pipeline and for distribution systems in 12 cities and towns. Development of sales and public relations important. Must have gas distribution utility experience. Send resume. **0960.**

Sears to offer gas refrigerator-freezer

The Coldspot gas refrigerator-freezer Sears Roebuck and Company has added to its appliance line

TO KEEP abreast of the new trend toward modern gas appliances, Sears, Roebuck and Company has added a 13-cubic-foot, two-door gas refrigerator-freezer to its line of Coldspot brand appliances for the home.

The new unit, Sears believes, offers convenience that puts it on a par with the most advanced electric units. These features include completely frostless freezing; aluminum slide-out shelves; and an automatic ice-cube maker.

An all-around magnetic door gasket provides an air-tight seal for the door. The entire unit features foam insulation, a modern innovation laboratory-proven to be 50 per cent more effective than other methods, according to Sears. Use of foam insulation also has enabled designers to reduce the thickness of the refrigerator's wall, thus providing more interior space.

Square modern styling and the absence of protruding tubes make possible flush-to-wall installation and permit the new unit to be built into a kitchen.

The Coldspot refrigerator, which has been approved by A. G. A., has been introduced in six selected cities, Baltimore, Md.; Chicago, Ill.; Cleveland, Ohio; Houston, Texas; Los Angeles, Calif.; and Pittsburgh, Pa. National distribution through Sears 738 retail stores and through its catalogues has been scheduled for January, 1961.

Gas heats NORAD jets

THE NEW YORK TIMES has reported that the U. S. Air Force, in an arrangement with the Canadian government, was recently to have begun receiving natural gas for its new installations on the $60 million Royal Canadian Air Force base at Cold Lake, Alberta, Canada.

The Canadian government in effect is acting as an agent for the buyer and the supplier because of federal regulations that prohibit a private company from selling any yield from natural resources to a foreign government. Thus the Canadian government merely resells at cost the natural gas it buys from the Cold Lake Pipe Line Company.

The air base, part of the joint U. S.-Canadian continental defense system operating under the North American Air Defense Command, is one of the biggest of its kind on the continent.

Natural gas entered the picture because of a major heating problem. With wind from the Arctic Circle sweeping across the open terrain, the main challenge was keeping living quarters and military installations warm, as well as the engines of the big jet planes so that they could take off at a moment's notice. Natural gas was the answer to the problem.

A. G. A. advisory council

E. J. BOOTHBY.....Washington, D. C.
F. D. CAMPBELL.....Cambridge, Mass.
O. S. CARPENTER.....Houston, Texas
MARVIN CHANDLER.....Aurora, Ill.
C. E. CLOUD.....Little Rock, Ark.
SHELDON COLEMAN.....Wichita, Kan.
C. V. COONS.....New York, N. Y.
STUART COOPER.....Wilmington, Del.
R. E. CRAWFORD.....Minneapolis, Minn.
H. WILLIAM DOERING..Springfield, Mass.
C. H. GUEFFROY.....Portland, Ore.
L. C. HARVEY.....Syracuse, N. Y.
H. HANSELL HILLYER.....Savannah, Ga.
R. A. HORNBY.....San Francisco, Calif.
J. T. INNIS.....Omaha, Nebr.
F. A. KAISER.....Detroit, Mich.
JULIUS KLEIN.....Jenkintown, Pa.
D. C. LUCE.....Newark, N. J.
W. T. LUCKING.....Phoenix, Ariz.
W. G. MAGUIRE.....New York, N. Y.
C. L. MAY.....Dallas, Texas
D. H. MITCHELL.....Hammond, Ind.
W. E. MUELLER....Colorado Springs, Colo.
S. H. NICHOLS.....New York, N. Y.
R. W. OTTO.....St. Louis, Mo.
E. A. NORMAN.....Columbus, Ohio
J. C. PETERSON.....Pittsburgh, Pa.
C. P. RATHER.....Birmingham, Ala.
W. F. ROCKWELL, JR.....Pittsburgh, Pa.
E. H. TOLLEFSON.....New York, N. Y.
G. F. WATTERS.....Syracuse, N. Y.
J. THEODORE WOLFE.....Baltimore, Md.
D. K. YORATH...Edmonton, Alta., Canada

PAR COMMITTEE

Chairman—Richard A. Puryear, Alabama Gas Corp., Birmingham, Ala.

General Promotional Planning Committee
Chairman—Frank M. Foster, Southern California Gas Co., Los Angeles, Calif.

General Research Planning Committee
Chairman—Fred W. Batten, The Columbia Gas System Inc., New York, N. Y.

General Public Information Planning Committee
Chairman—R. J. Rutherford, Worcester Gas Light Co., Worcester, Mass.

FINANCE COMMITTEE

Chairman—James Comerford, Consolidated Natural Gas Co., New York, N. Y.

LABORATORIES MANAGING COMMITTEE

Chairman—William J. Harvey, Public Service Electric and Gas Co., Newark, N. J.

APPROVAL REQUIREMENTS COMMITTEE

Chairman—R. I. Snyder, Southern California Gas Co., Los Angeles, Calif.

Associated organizations

CANADIAN GAS ASSOCIATION
Pres.—R. C. McPherson, Canadian Western Natural Gas Co., Ltd., Calgary, Alberta.
Man. Dir.—W. H. Dalton, 2532 Yonge St., Toronto, Ontario.

GAS APPLIANCE MANUFACTURERS ASSOCIATION
Pres.—Wendell C. Davis, Cribben and Sexton Co., Chicago, Ill.
Man. Dir.—Harold Massey, 60 East 42nd St., New York, N. Y.

FLORIDA NATURAL GAS ASSOCIATION
Pres.—John T. Bills, Peoples Gas System of Florida, North Miami, Fla.
Sec.-Tr.—H. H. Phipps, The Houston Corp., St. Petersburg, Fla.

INDIANA GAS ASSOCIATION
Pres.—Carl D. Rees, Northern Indiana Public Service Co., Hammond, Ind.
Sec.-Tr.—R. A. Steele, Citizens Gas & Coke Utility, 2020 N. Meridian St., Indianapolis, Ind.

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